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# Middle East Food

مأكولات الشرق الأوسط

August 2013 / Vol. XXIX Issue 8

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## COVER STORY

The Middle East packaged food and meat industry comprises over 800 companies operating across fourteen broad sectors. A majority of the companies, around 84 percent, operate in only one sub-sector each. Of these, the most concentrated sub-sectors include meats, meat processing and meat related products, prepared and preserved foods, dairy products and eggs and grain mill products.



Cover Photo Courtesy of  
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## Saudi Consumers: Craving for More



## المستهلكون السعوديون يطلبون بالمزيد

Despite the serious food insecurity situation that affects many developing countries such as Syria, Egypt and many parts of Africa, Saudi Arabia's agriculture and food sectors are expected to sustain a combined annual growth of 18.5 percent, driven by a rising population and strong consumer spending.

Food sales in the Kingdom account for around half of the domestic retail market and are expected to be worth almost USD70 billion by 2016. According to *Zeyad Al Rukban*, Assistant General Manager, **Riyadh Exhibitions Company**, "These are crucial times as far as the Kingdom's agriculture and food sectors are concerned. Saudi food requirements are rising to an all-time high, the government is intensifying efforts to come up with sound food security measures, and consumers with increasing spending power are demanding more diversity and quality."

The August issue of the **Middle East Food (MEF)** magazine covers the latest in the Middle East & North Africa (MENA) food industry, including new innovations, projects and events. The article on page ٧ explains the influence of hydrocolloids in fruit drinks while the article on page 12 sheds the light on the evolving market of packaged food and meat in the Middle East. The article on page 26 focuses on the food franchising sector in the Middle East and North Africa (MENA) region which is worth approximately USD30 billion in the Middle East alone. Furthermore, this issue is abounded with a number of technical articles as well as news about latest innovations and market trends.

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

بالرغم من وضع الأمن الغذائي المتأزم في الكثير من البلدان النامية مثل سوريا ومصر والكثير من دول أفريقيا، من المتوقع أن يحافظ قطاعا الزراعة والغذاء في المملكة العربية السعودية على نمو سنوي مركب يبلغ ١٨.٥ في المئة يحركه تزايد عدد السكان والإنفاق الاستهلاكي القوي.

تشكل مبيعات الأغذية في المملكة حوالي نصف حجم سوق التجزئة المحلي مع توقعات بأن تبلغ حوالي ٧٠ مليار دولار أمريكي بحلول العام ٢٠١٦. وأشار زياد الركبان، مساعد المدير العام في شركة معارض الرياض المحدودة إلى أن قطاعي الزراعة والغذاء في المملكة يمران بأوقات صعبة ومصيرية. وأضاف بأن معايير الغذاء السعودية ترتقي إلى أعلى المستويات بينما تكثف الحكومة جهودها من أجل التوصل إلى تدابير متينة للأمن الغذائي ويطلب المستهلكون ذوي القدرة الشرائية بمنتجات أكثر تنوعاً وجودة.

يغطي عدد آب / يوليو من مجلة مأكولات الشرق الأوسط آخر أخبار قطاع الصناعة الغذائية في الشرق الأوسط وشمال أفريقيا بما فيها الابتكارات والمشاريع والأحداث الجديدة. فيشرح المقال في الصفحة ٧ تأثير استعمال الغرويات المائية في عصائر الفاكهة. ويسلط المقال في الصفحة ١٢ الضوء على تطور سوق الأطعمة الموضبة واللحوم في الشرق الأوسط. ويركز المقال في الصفحة ٢٦ على قطاع حقوق الإمتياز على الأطعمة في منطقة الشرق الأوسط وشمال أفريقيا الذي يُقدّر بـ ٣٠ مليار دولار أمريكي في الشرق الأوسط لوحده. كما يزخر هذا العدد بعدد من المقالات التقنية بالإضافة إلى آخر الأخبار حول آخر ابتكارات واتجاهات سوق الأغذية.

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

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## Iran

### Tea Production Decreases in Iran

*Iraj Hoosemi*, head of the Iranian association of tea farmers announced that the third harvest of tea has stopped. This was caused by failure of preparation works before production season due to the poverty of farmers as well as by drought. Hoosemi said, "Collected green tea leaf amount during first harvest was acceptable, but it was lesser compared to previous years." "Inappropriate pricing policies and mismanagement, and disregard towards tea industry are the main reasons for this unfavorable situation," he added. According to sources, 46000 tons of green tea leaves which were collected during the first and second harvest have been purchased from farmers up to now, whereas just 2 percent of the worth has been paid to them. Furthermore, the government has increased the price for purchasing green tea leaves from farmers by around 30 percent last month. According to reports, around 70 to 80 percent of tea industry factories in Iran are not working.

of healthy omega fatty acids, iron, vitamin C, potassium, calcium, fiber, protein and antioxidants. Fasting causes the digestive system to slow down, so eating food high in fiber is the ideal choice to keep health in check. The **US Federal Drug Administration** recommends between 20-30 grams of fiber per day, and with one patty of falafel consisting 18 grams dietary fiber, diners are sure to experience the weight, heart, cholesterol benefits fiber packs.

fish which is why the **Ministry of Agriculture and Fisheries** is striving to open new markets and outlets to avoid the concentration of fish trade in specific markets." Al Makhini continued by adding "The ministry has intensified its efforts to attract companies and individual investors to start up businesses linked to fish marketing and transportation." According to sources, the ministry is also providing support to owners of fish outlets who are



## Lebanon

### Falafels Now Made with Nutrient-Rich Chia Seeds

**Just Falafel** is promoting this Ramadan healthier eating by introducing chia seeds an ancient grain and 'superfood' into its falafels. It is super high in dietary fiber, making it great for digestion and healing digestion issues. Known as a Middle Eastern delicacy, falafels are made of fava beans that are rich in vitamin B and are a good source of complex carbohydrates which are vital as these are slow acting and will keep feeling full for longer. The addition of chia seeds into Just Falafel's menu means its falafels provide an added boost



## Oman

### Ministry of Agriculture and Fisheries Introduces New Project

The **Ministry of Agriculture and Fisheries** has introduced a project to support fish sale outlets. The project is aimed at restructuring the fish marketing and diversifying distribution outlets across the country. According to *Basim bin Abdullah al Makhini*, director of project for diversification of fish outlets, "The diversification of fish markets stabilizes the prices and help provide sufficient quantities of fish to meet the increased demand for

willing to benefit from a support project overseen by the Agriculture and Fisheries Development Fund.



## Saudi Arabia

### Hilton Worldwide to Enter New Saudi Arabia Market

**Hilton Worldwide** announced the signing of a new property with prominent local investor **Al Hokair Group**, for its fourth hotel in Saudi Arabia's industrious Eastern Province, widely known as the oil and pet-

rochemical capital of the country. The latest signing is a 153-room conversion property located in the Eastern Province capital of Dhahran, which is expected to rebrand and reopen as DoubleTree by Hilton

largest development programme in the region which, when realised, will expand our presence to eight different cities and give us a total of almost 10,000 rooms in the Kingdom."

Housh offers traditional Sudanese cuisine, and recreates a souk layout and experience whereby customers are brought back to a time and place when the ingredients were at the core of the food they ate," explains *Daniel During*, Principal and Managing Director of Thomas Klein International. "Similarly, the interior design was inspired by the ancient street markets and souks, and we have created similar courtyards and alleys throughout the eatery, to create an authentic dining experience." The food and beverage concept was designed after scouring the country to learn about traditional cooking methods, recipes and ingredients.



## UAE

### Abu Dhabi to Host First Global Forum for Innovations in Agriculture

The City of Abu Dhabi has been chosen to host the inaugural Global Forum for Innovations in Agriculture at the Abu Dhabi National Exhibition Centre from 3-5 February 2014. Held under the patronage of *Sheikh Mansour bin Zayed Al Nahyan*, Deputy Prime Minister of the UAE and Minister of Presidential Affairs and in strategic partnership with the **Abu Dhabi Food Control Authority (ADFCA)**, the forum will be the world's first gathering of innovators, investors and companies dedicated to showcasing new ideas and solutions for feeding the world. *Mohamed Jalal Al Rayssi*, Director of Communications and Community Service at ADFCA, said that the Authority was pleased to give support to the event. "The Forum will spotlight how scientists and innovators around the world are using the latest technology to develop game-changing innovations to overcome water shortages, pollution and climate change," Al Rayssi added. Particularly relevant for farmers in the Middle East, will be the presentation by the Sahara Forest Project.



## Sudan

### TKI Announces Opening in Khartoum

**Thomas Klein International (TKI)**, the Dubai-based food and beverage consultants, recently announced the opening of Al Housh located in Khartoum, Sudan. The eatery, featuring 25 stalls selling food and fresh produce and a seating capacity for 600 people, forms part of the El Seref Tourism and Hospitality project, and is the largest outlet located within the 45,000 square feet destination. "Al

Dhahran at the end of 2013. *Rudi Jagersbacher*, president, Hilton Worldwide Middle East & Africa said: "Our commitment to Saudi Arabia is steadfast as we continue to seek out the best possible opportunities at a range of locations to grow our brands and to serve Saudi Arabia's many different communities. With 21 properties in our Saudi pipeline, we now have the

# Ingredients & Additives

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# Packaging

## Group Packaging

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# Catering & Hospitality

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# The Influence of Hydrocolloids in Fruit Drinks

**F**ruit drinks benefit from a healthy image and are a convenient and easy way to consume fruit on regular basis, as recommended by health agencies/governments around Europe. The image of fruit juices, however, is not all positive, as these products can sometimes contain as much or even more sugar than a regular carbonated soft drink. In response, fruit drink manufacturers have formulated, via the inclusion of hydrocolloids (or gums), a beverage very close to full sugar products.

## Fruit drinks: not always so healthy

Fruit drinks benefit from a healthy image and are a convenient and easy way to consume fruit on regular basis, as recommended by health agencies/governments around Europe. Furthermore, the development of functional beverages based on fruit juices are increasing in their popularity across Europe: examples include new "superfruit" based juices, inclusions of antioxidants, vitamins, plant sterols (for heart health), high levels of fibres (which benefit digestive or immune systems), and other extracts traditionally associated with alternative medicine and supplements, to fortification in vitamin D and Calcium to support bone health among children and aging women. The image of fruit juices, however, is not all positive, as these products can sometimes contain as much or even more sugar than a regular carbonated soft drink. In response, fruit drink manufacturers are trying to develop solutions to reduce calorie and sugar content. In 2009, 29 percent of European new product launches in this category claimed low/no sugar or reduced calories reported **Mintel GNPD**.

## Hydrocolloids and gums: a new substitute for sugar

Sugar does more than just add calories; it adds important sensory properties to beverages: "body", "mouthfeel", or "weight" and makes the flavour more pleasant. It also has a positive effect on reducing aftertaste that is sometimes associated with high intensity sweeteners. Formulators have tried to work around these problems with changes in flavours and different combinations of high intensity sweeteners. Yet, consumers are very sensitive to changes in beverage consistency and the slightest changes can form positive or negative opinions. However, via the inclusion of hydrocolloids, or gums, a beverage very close to full sugar products can be formulated. Gums enhance the mouthfeel, make the flavour more pleasant and reduce aftertaste. **CP Kelco** has conducted sensory tests in order to decipher the sensory/rheological correlation which hydrocolloids play in beverages. This work has shown conclusively that viscosity and density are integral parameters which influence the oral sensations of body and mouthfeel and can be manipulated to achieve a desired outcome. Graph 1 shows how each hydrocolloid can bring unique prop-

*"...fruit drink manufacturers are trying to develop solutions to reduce calorie and sugar content."*

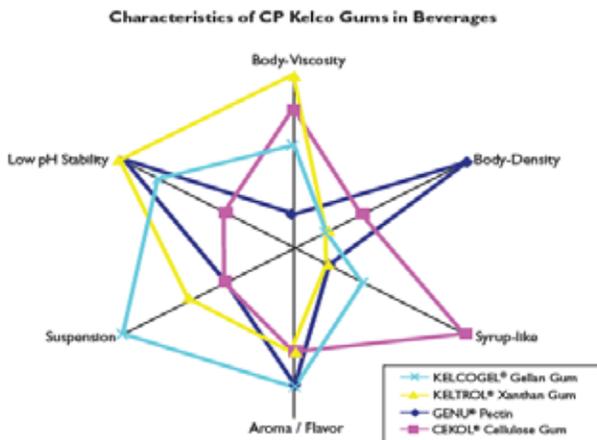


erties to fruit-based drinks, depending on the wishes of the manufacturers.

**KELCOGEL®** gellan gum offers suspension properties in juice drinks via the formation of a fluid gel network. This network consists of a low concentration of weakly associated molecules, which is extremely pseudoplastic. This means that at rest, this gellan gum provides a weak gel structure, resulting in excellent suspension of insoluble ingredients such as minerals, fruit pulp, and eye-catching inclusions. Because of the weak molecular associations, the network is easily disrupted upon agitation, resulting in low viscosity when pouring the drink and no viscous, completely natural sensation in mouth.

**GENU®** pectin is the natural choice to reduce sugar and reverse mouthfeel in fruit-based beverages. It is derived from naturally occurring structural components in fruits and vegetables and is well known by consumers. Pectin is able to provide body and mouthfeel in fruit juice products when used at levels of around

Graph 1: Scattering Power V/S Particle Diameter



0.2 percent. This means that when consumed, a reduced-sugar beverage containing this pectin can have a mouthfeel which mimics its full-sugar counterpart. It is also perceived as enhancing the fruity flavours in juice drinks.

CEKOL® cellulose gum is a cold water soluble polymer, which imparts viscosity to aqueous solutions. Produced in a wide range of viscosity grades, its flow properties are ranging from thin almost Newtonian when simple body is needed, to higher pseudoplastic viscosity resulting into thicker mouthfeel of the beverages.

KELTROL® xanthan gum has a highly pseudoplastic flow behaviour that provides high viscosities at low shear rates to help improve suspension and emulsification, while still providing good flow properties when poured. The slight increase in viscosity imparts the sensation of enhanced body which is ideal for nectars and sugar-free or reduced sugar juice drinks. It is also very tolerant to the high acid environment of fruit-based system. ■

**Source:**

CP Kelco  
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تستفيد مشروبات الفواكه من صورتها الصحية وهي طريقة مريحة وسهلة لاستهلاك الفاكهة على أساس منتظم، على النحو الموصى به من قبل الوكالات الصحية والحكومات في جميع أنحاء أوروبا. لكن على الرغم من ذلك، فإن صورة عصائر الفاكهة ليست إيجابية بكل معنى الكلمة، حيث يمكن أن تحتوي هذه المنتجات في بعض الأحيان على الكمية نفسها أو حتى أكثر من السكر الموجود في المشروبات الغازية العادية. نتيجة ذلك، وضعت الشركات المصنعة لعصائر الفاكهة، بواسطة إدراج الغرويات المائية، مشروباً يشبه المنتجات التي تحتوي على السكر الكامل.

## Choosing the Right Way to Do it

The process of producing juice and juice concentrate requires plant reliability and high quality performance. **GEA Liquid Processing** specializes in the process of juice products. Years of experience guarantee hygienic process design based on comprehensive know-how in juice technology. The design and process engineering design philosophy is developed to meet new standards for energy saving, product quality and maximum plant output while complying with the strictest criteria for hygiene and safety at all time. Reconstitution of juices involves several processing steps like blending, deaeration, pasteurising and filling. Depending on the type of product to be produced, the various ingredients are blended to the required composition (by batch or in-line blending). The mixture varies from a simple blend between water and fruit concentrate (fruit juice, 100 percent pure juice solids in total solids) to a complex blend of various ingredients (fruit drinks 1-34 percent, or nectar drinks 35-99 percent pure juice solids in total solids). Another possibility is juices with fruit fibers and fruit pieces up to 10 mm sizes. GEA can also offer suitable in-house PET bottle filling machines for juices either with short or long shelf-life applications. Plant reliability and performance are given the highest priority, and GEA Liquid Processing is continuously working to further improve all the processes



**GEA's blending system**

involved. Product properties, ease of operation, and state of the art technology are built into all GEA Liquid Processing plants. ■

# CP Kelco Announces Pectin Capacity Expansion Plans

expansion ensures that CP Kelco will remain well positioned to meet our customers' needs both now and in the future," summarizes Sorgel. CP Kelco is a global manufacturer and marketer of specialty hydrocolloids, with facilities in Europe, North America, Asia and Latin America. ■



## CP Kelco offers a broad portfolio of pectin grades

The Board of directors of **CP Kelco** approved the first phase in a series of projects to expand its Brazilian pectin operation by 30 percent. The expansion project will significantly increase the facility's capacity to produce grades of pectin with a sustainable new innovative technology leveraging the local cost-effective raw material sources. Global pectin demand continues to exceed regional GDP rates as consumers in all markets demand natural, safe, high-quality food ingredients. "Global pectin growth has rebounded for various reasons, and we are experiencing high rates of adoption in new product launches in both emerging and mature markets," says *Susanne Sorgel*, marketing director for the product line. CP Kelco offers the broadest portfolio of pectin grades, including new patented forms, which provide higher functionality in solids and pH and the ability to create unique textures. Sorgel continues, "Because of the product's capability to create customized textures and due to pectin's natural association with fruit and fruit pulp, we've seen the application space broaden for GENU® pectin." CP Kelco believes this expansion enables the company to keep pace with the growing popularity and demand for the ingredient. "This

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# Pomegranate a Super Ingredient

**POM Wonderful**, the largest grower and producer of fresh pomegranates and pomegranate juice in the United States, is once again leading the industry to meet the growing interest and global demand for the superfruit from manufacturers. To serve the needs of its global customers, the company's Innovation & Tech Center has developed and introduced seven pomegranate ingredients and created the Industrial Pomegranate Partnership Program. "As the popularity of pomegranates continues to grow with consumers, large companies are seeing the value of incorporating the fruit as an ingredient in their food and beverages," said *Gerhard Leodolter*, POM Wonderful VP, International Sales. "As an industry leader, POM Wonderful sees a need in the market for quality pomegranate ingredients. We offer our quality concentrate made without any added fillers or ingredients to a growing range of industries and manufacturers globally." Included in the company's industrial products are: 100 percent pomegranate juice concentrate liquid and powder forms, POMx extract liquid and powder forms, juice infused arils, freeze-dried arils and Individually Quick Frozen (IQF) arils. The company grows, handpicks and juices its own pomegranates. With more than 15,000 acres of pomegranate orchards in Central California, POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States.



## A World of Possibilities

Globally, pomegranate usage is on the rise. According to Innova, a global provider of market research, pomegranate is the most popular superfruit flavor as it was contained in more than 40 percent of beverage launches from June 2008 to May 2013 that featured superfruit flavors; Acai, with 12 percent, was second. The fruit is currently being used in a variety of products including pomegranate-infused smoothies, frozen yogurts, craft beer, chocolate bars, salad dressings, spreads and jellies, baked goods, trail mix, salad toppings, ice cream flavors, cereals, sauces, marinades and nutritional supplements such as soft chews, capsules, tablets and gels.

## Sustainable and Traceable

POM Wonderful is a vertically integrated pomegranate company with complete traceability. To ensure maximum quality control over all of its products, the company manages the entire process from cultivation to extraction and packaging, utilizing the latest technology and Good Manufacturing Practices at its state-of-the-art facilities. By managing the entire production process, the company produces a sustainable year round supply of this highly seasonal

## The largest producer of fresh pomegranates and pomegranate juice in USA

fruit and guarantees that its products come from only one source – 100 percent California-grown POM Wonderful pomegranates. The company is also committed to helping its partners develop their own branded products. Their Industrial Pomegranate Partnership Program was created to collaborate with leading grocers, retailers, restaurants, dietary supplement makers, food and beverage companies, and other finished product marketers to create new twists on the healthful fruit. The Partnership Program, which deploys product developers and flavor experts from the POM Innovation & Tech Center in Del Rey, California, works with global category leaders across multiple industries to develop new and innovative pomegranate-based products. "There are a lot of wonderful possibilities," said Leodolter. "Our company is more than a supplier of fresh pomegranates and the maker of one of America's top-selling premium refrigerated juice. We're committed to being a collaborative, long-term partner in the development of cost-effective, healthy pomegranate products across a number of categories." ■



# Ingredients... NOT additives

EXBERRY® Colouring Foods deliver outstanding colour for food and drink products. When vibrancy, stability, a clean-label and variety matter, you can rely on EXBERRY® to provide the perfect solution. For application support or further advice, contact the experts in Colouring Foods, our specialists will be delighted to assist you.

## Colouring food with food



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# Packaged Food & Meat Industry: Evolving in the Middle East

The Middle East packaged food and meat industry comprises over 800 companies operating across fourteen broad sectors. A majority of the companies, around 84 percent, operate in only one sub-sector each. Of these, the most concentrated sub-sectors include meats, meat processing and meat related products, prepared and preserved foods, dairy products and eggs and grain mill products. Historically, the Gulf Cooperation Council (GCC) countries have relied heavily on imports to meet domestic food requirements, it is estimated that the imports could grow at a compound annual growth rate (CAGR) in excess of 4.0 percent over 2011 to 2015. Additionally, rising incomes and rapidly expanding population is likely to increase the per capita consumption and is likely to increase imports nevertheless this might not be sustainable in the future.

In line with the global trend, the consumption pattern is evolving from a carbohydrate-based one with staple food items such as cereals to protein-rich diet that comprises meat and dairy products. Furthermore, increasing urbanization is altering the landscape of the high-value processed foods due to increased adoption in large food retail formats. That said, with health and wellness gaining popularity, demand for functional food is expected to grow rapidly.

### Key financial ratios indicate recovery after 2011

The Middle Eastern countries, with a large percentage of population below 14 years, coupled with rapid urbanization and growing per capita income, are carefully monitored by investors. Table 1 presents an insight into the Middle Eastern food packaging industry from the perspective of financial management.

### Some of the key takeaways include:

- The gross margin declined from 25.0 percent in 2009

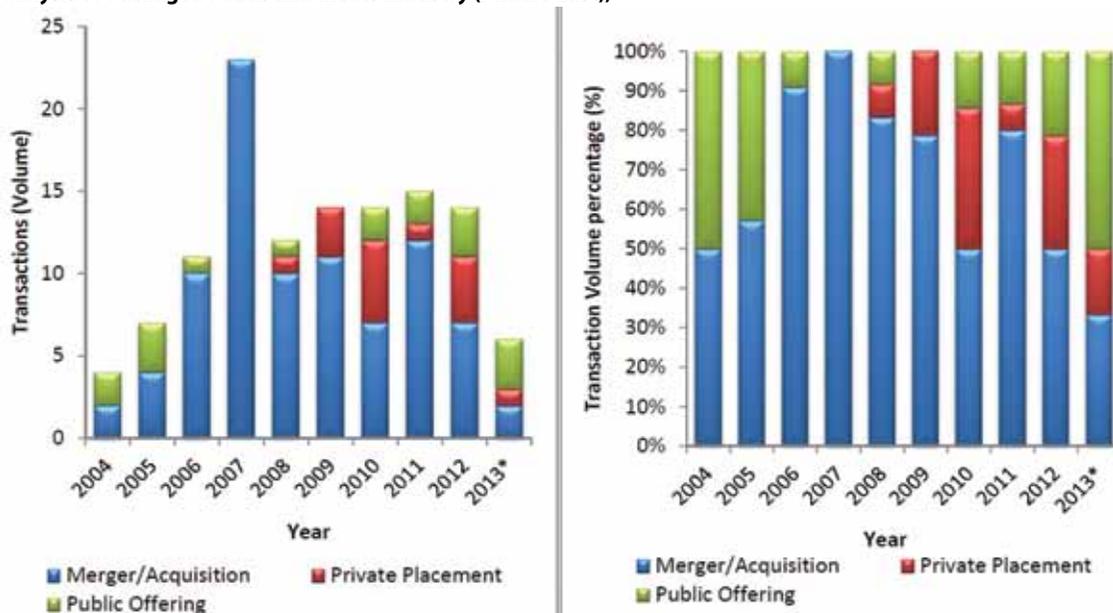
**Table1: Financial Analysis of Packaged Foods & Meats (Middle East), 2009 –LTM 2013**

Particulars	2009	2010	2011	2012	LTM 2013
Gross Margin (%)	25.0	24.0	21.8	22.7	22.7
EBIT Margin (%)	8.2	7.7	6.3	7.2	7.4
Net Income Margin (%)	7.6	6.9	6.1	6.1	5.7
Average Cash Conversion Cycle (days)	70.7	62.9	62.5	68.0	58.2
Total Debt/Capital (%)	36.1	36.4	40.5	42.0	42.9
EBIT / Interest Expenses (multiple)	4.8	5.1	2.8	4.1	7.0
Total Revenue, 1 Year Growth (%)	10.7	13.2	8.9	13.1	9.4
Net PP&E, 1 Year Growth (%)	18.9	10.5	14.5	14.2	4.3
Fixed Asset Turnover (multiple)	2.7	2.7	2.6	2.5	2.6
Price-to-Earnings, P/E (multiple)	15.3	15.2	14.2	18.1	17.5

Source: Capital IQ and Frost & Sullivan analysis

to 21.8 percent in 2011 and recovered mildly to 22.7 percent in 2012. This decline in the gross margin also was reflected in the net Earnings before interest and taxes (EBIT) margins and net income margin.

**Chart 1: Funding Analysis of Packaged Foods and Meats Industry (Middle East), 2004 –2013**



Source: Capital IQ and Frost & Sullivan analysis

• To mitigate the impact on margins the companies undertook measures to improve working capital efficiency as was reflected in the reduction in cash conversion cycle from 70.7 days in 2009 to 58.2 days as of Latest Twelve Months (LTM) 2013.

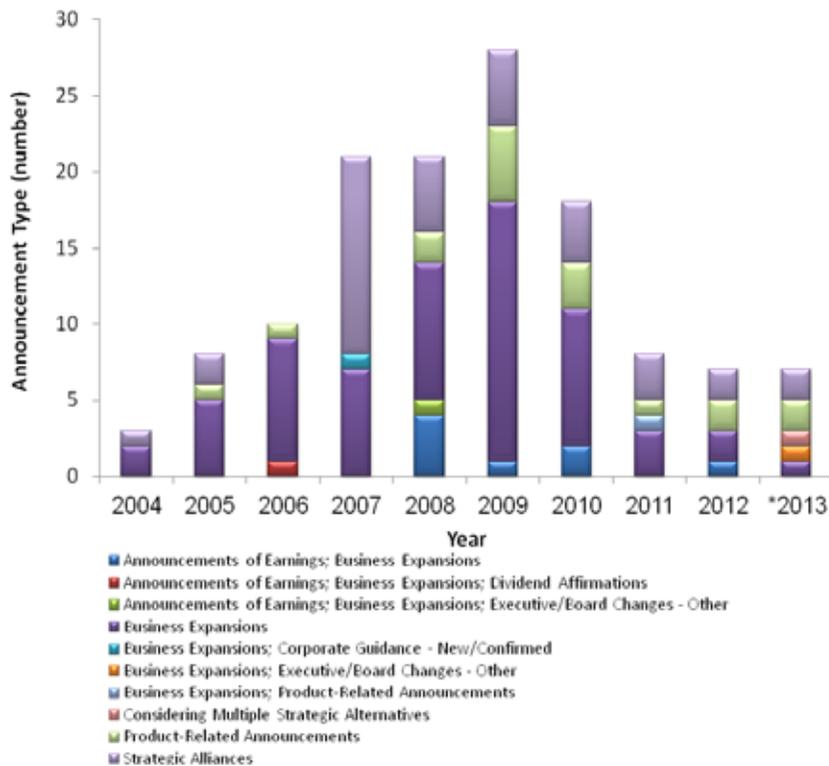
• Furthermore, given the strong interest coverage (EBIT/Interest Expenses), the total debt to capital ratio increased from 36.1 percent in 2009 to 42.9 percent in LTM 2013.

• The movement in net PPE growth and debt-to-capital ratios indicate that the steady increase in the debt could have been employed to fund the increase in the net property, plant and equipment (PP&E).

### Scope exists for catching up with global peers

In comparison with the global numbers, it is evident that there is scope for improvement in the gross margin for

**Chart 2: Business Expansion or Strategic Alliance Announcements by Industry Participants of Packaged Foods and Meats Industry (Middle East), 2009 –2013**



Source: Capital IQ and Frost & Sullivan analysis

**Table 2: Key Merger and Acquisition Statistics of Packaged Foods and Meats Industry (Middle East), 2004 –2013**

Merger and Acquisition - Key Statistics	
Average Deal Value (USD Million)	94.8
Average TEV/Revenue (Times)	2.64
Average TEV/EBITDA (Times)	12.48
Average Day Prior Premium (%)	( 3.9)
Average Week Prior Premium (%)	1.9
Average Month Prior Premium (%)	7.6

Source: Capital IQ and Frost & Sullivan analysis

the Middle Eastern countries. The fixed asset turnover for the global peers is greater, and correspondingly, the return on assets is also higher. From an investor perspective, optimal utilization of capacity and fixed assets is vital to the overall profitability of industry participants and going forward, the companies could be focusing on this. However, the debt to capital ratio of the global companies is lower than the Middle Eastern countries. Hence, in the medium to long-term, there could be an increase in the equity offerings from the Middle Eastern companies. According to chart 1, it is observed that, private placement and initial public offerings are slowly becoming a major source for financing. Furthermore, given the lower Price-to-Earnings Ratio of the Middle Eastern food packaging industry, the companies might consider M&A as an alternative for funding.

### M&A-Transaction metrics

Table 2 indicates the typical deal multiple paid while acquiring in the Packaged Foods and Meats industry in the Middle East.

### Business expansions & strategic alliances

The business expansion announcements, as noted in Chart 2, witnessed an increasing trend with peak business expansion announcements in 2009. Post that, owing to uncertainty of demand, the expansion announcements have tapered down. ■

#### Source:

Frost & Sullivan

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

يتألف قطاع الأطعمة واللحوم الموضّبة من ٨٠٠ شركة موزّعة على أربعة عشر قطاعاً رئيسياً. تعمل معظم الشركات أي حوالي ٨٤ في المئة منها في قطاع فرعي واحد فقط. تشمل أكثر القطاعات الفرعية تركّزاً للحوم وصناعة اللحوم والمنتجات المتعلقة باللحوم والأطعمة المعبّدة والمحفوظة ومنتجات الألبان والبيض ومنتجات الحبوب المطحونة. اعتمدت دول مجلس التعاون الخليجي منذ زمن على الواردات بشكل كبير من أجل تلبية الاحتياجات الغذائية المحلية ومن المتوقع بأن تنمو الواردات بمعدل نمو سنوي مركّب يزيد عن ٤ في المئة في الفترة الممتدة من ٢٠١١ إلى ٢٠١٥. زد على ذلك، من المحتمل أن يؤدي ارتفاع المداخيل والتزايد السريع في عدد السكان إلى زيادة استهلاك الفرد وإلى زيادة الواردات مع العلم بأن هذا الأمر لن يكون مستداماً في المستقبل. وتجدد الإشارة إلى تحوّل نمط الاستهلاك من طعام يرتكز على الكربوهيدرات والمواد الغذائية الأساسية مثل الحبوب إلى نظام غذائي غنيّ بالبروتين يتألف من منتجات اللحوم والألبان.

# MULTIVAC at Fachpack 2013



Multivac's MVP 600 vacuum pump

At Fachpack 2013 which takes place in Nuremberg, **MULTIVAC** will be showing selections from its extensive portfolio of thermoforming packaging machines, traysealers, vacuum chamber machines, labellers, quality control systems and automation solutions, and even right up to turnkey lines. From the compact table-top model to the fully automated packaging line: MULTIVAC is one of the few suppliers, which offers tailor-made solutions to companies of all sizes.

### Packaging automation in the food area

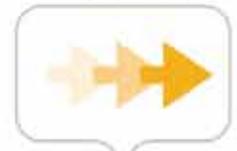
One of the highlights on the MULTIVAC stand is an end-to-end packaging line, on which MULTIVAC will be presenting the fully automated packing of sausages in flexible film packs. The heart of the line is the R 535 high-performance model, which is equipped with an energy-efficient MVP 600 vacuum pump from MULTIVAC. Integrated in the line is the Multi-Robot H 240, which is fitted with two 4-axis HR 460 robots. This picks up the sausages from a product infeed conveyor and places five of them at a time into each of the thermoformed cavities. A MVS MULTIVAC Vision System is integrated in the H 240, and this detects the orientation of the sausages, so that they are placed precisely in the cavities. The thermoforming packaging machine is also equipped with innovations from MULTIVAC Marking & Inspection, namely the MR842 seal seam scanner, which checks the quality of the seal seams during the packaging procedure, and the MR625 cross web labeller, which checks the label and the print directly on the label dispenser. The packs are converged at the end of the line by the H 050 handling module. In

addition to this, the company will be presenting with the R 105 e-concept a further energy-efficient compact model in its portfolio of thermoforming packaging machines. The lifting units and cutting units are electrically driven. The R 105 e-concept also has a closed cooling water circuit. This means that the e-concept machine can dispense entirely with the supply of compressed air and cooling water, which would otherwise be necessary. The compact thermoforming packaging machine not only therefore saves resources; it is also flexible in its choice of location since all that it requires is a power supply.

### Compact and yet still capable of line integration

As regards traysealers, MULTIVAC will be presenting its successful compact model, the T 300, and also the T 600, which was exhibited for the first time at IFFA. The two fully automatic traysealers seal up to 30 or 40 trays per minute respectively, and they are tailored exactly to the requirements of packers, who need a compact solution which can still however be fully integrated in a line. Both traysealers can produce the widest range of packs, including MAP packs with and without LID film, Isopak skin packs and Slicepac packs. The new X-ray inspection system without a curtain, which is produced by MULTIVAC Marking & Inspection, is integrated in the T 600. Thanks to its special construction and unlike other systems, the X-ray inspection system is able to dispense with the lead curtain. This has the advantage that even very light products remain precisely on track during the infeed, since there are no curtains to touch the product. ■

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# tna Showcases Total Packaging Line Solutions



The new tna intelli-flav® OMS 5

Global food packaging specialist, **tna**, will demonstrate its flagship high performance seasoning, bagging and conveying solutions at PackExpo 2013. Experts will present its new seasoning system, the tna robag® FX 3ci high speed vertical form fill and seal (VFFS) bagger and the tna roflo® HM 3 conveyor, as well as highlighting the benefits tna's controls and integration capabilities can bring to production lines. For the first time in the US, visitors can see the latest evolution of the company's intelli-flav® seasoning range, the new tna intelli-flav® OMS 5. Delivering the ultimate flexibility in on-machine seasoning (OMS) applications, the machine offers consistent coverage and flavor for both wet and dry seasoning. Fully integrated with both oil spray and flavor injection systems, the company's new OMS system provides total control of adhesion and fast flavor changes for snack lines. Further performance benefits are achieved through the enhanced position of the scarfplate on the infeed. Mounted to the edge of the drum, the scarf now better directs the product into the spraying and flavoring area, providing high quality seasoning performance. Additionally, the newly designed scalloped infeed conveyor allows more product to enter the seasoning drum, while also helping to control product direction for greater accuracy and reduced waste. Also on-stand will be the tna robag® FX 3ci high speed VFFS packaging machine, which offers unmatched throughput rates of up to 150bpm on potato chips, and is suitable for high volumes of a wide variety of other products. With innovative new features including the new tna intelli-weigh® 0314 omega multi-head scale, the tna hyper-detect® metal detector and tna flo-thru former®, the high speed packaging machine provides

manufacturers with up to 30 per cent improvement in performance. In addition, tna's experts will be available to present the company's innovative horizontal motion conveyor, the tna roflo® HM 3. This conveyor benefits from total control of speed and direction to ensure optimal performance, and smoothly distributes goods to minimize losses and breakages. Particularly suited to heavy coated products, as seasoning does not build up on the pans, the conveyor 3 has an easy-to-clean design to ensure that manufacturers comply with strict HACCP and QA standards, deliver the highest quality products and reduce waste. The packaging company will also highlight its controls system expertise by demonstrating the integration of tna's equipment into a production line. Through the collection of detailed and reliable data from as many parts of the manufacturing process as possible, the company's specialist solutions can target a variety of inefficiencies, such as poor product quality, material wastage or unsustainable processes. For information and advice on how tna can improve packaging, distribution and seasoning processes, visit stand 6963 at PackExpo 2013.

tna is a global supplier of integrated food packaging solutions with over 6,000 systems installed across more than 120 countries. The company provides a comprehensive range of products including spraying, distribution, seasoning, weighing, packaging, metal detection and verification and promotional solutions, plus system controls & integration solutions. The company's unique combination of innovative technologies, extensive project management experience and 24/7 global support ensures customers achieve faster, more reliable and flexible packaged food products at the lowest cost of ownership. ■

## Longer Life High Street Solution

**KM Packaging Services Ltd**, has launched an ultra-high performance lidding film that can double the shelf-life of premium chilled ready meals. Aimed squarely at premium high street brands where shelf-appeal is essential, the lidding material delivers superior transparency to enhance the display of high-end, home-made effect ready meals. In addition, the film is suitable for sealing to externally lacquered aluminium foil trays and can withstand rigorous retort manufacturing processes whilst maintaining reliable seal integrity and peelability for ease of consumer preparation. In response to a brief from a major manufacturer of chilled prepared foods, KM Packaging's experienced technical team developed a bespoke polyester based film laminate, which not only fully achieves the required performance requirements and seal security but also allows the product to achieve 28 days' shelf-life, twice the life of many chilled ready meals currently available. KM Packaging's managing director, *Charles Smithson*, explained: "Creating a lidding solution that can double the standard shelf-life for premium meals was a tremendous achievement for us. It will undoubtedly help manufacturers and retailers alike to cut



**KM's film is suitable for sealing to externally lacquered aluminium foil trays**

down on waste something about which KM is passionate and ultimately increase their sales of higher margin products."

KM Packaging is renowned worldwide for its unparalleled food sector knowledge and experience and is a trusted partner for major brands all over the world. ■

## Loeschpack Continues to Set Standards

The German manufacturer **Loesch Verpackungstechnik GmbH** will be presenting the latest developments in its system solutions at PACK EXPO 2013. "We are especially proud of our increasingly modular machine design. Components such as the foil discharge are designed once and then used across all platforms. That



**LoeschPack will be presenting the latest developments at PACK EXPO 2013**

reduces costs and streamlines service," says LoeschPack Managing Director *Andreas Graf*. The company has made detailed technical improvements to numerous machine types and further optimised packaging machines for the use of bio-degradable packaging film. The new machines also feature up-to-date colours, standardised housing and identical heights across the board. Every machine area is easily accessible, thereby preventing pockets of dirt and minimising cleaning. "Our highly satisfied customers value the efficient control devices on our machines, rapid changeovers, simple fault clearance, high standards of hygiene and user-friendly maintenance," adds Sales Manager *Ulrich Kreimeyer*. LoeschPack is also responding to rising demand for packaging machines which can process bio-polymer film. "Following extensive film tests, we can now recommend to our customers specific film types which run optimally on our machines," promises Kreimeyer. In addition to bio-polymer film, aluminium foil, coated aluminium foil, laminated aluminium foil, OPP foil or aluminised bio-polymer film can be used as the inner wrap. "With many types of film, preservation of the product aroma is guaranteed thanks to outstanding barrier properties – sealed with our packaging machines," says Kreimeyer. ■

# New Trends in Disposable Food Service Products

**D**isposable food packaging products are frequently found in fast food restaurants, takeout restaurants and catering establishments. These products include cups, bowls, plates, cutlery, hinged containers, napkins and trays which most of them are made from plastics and paper-based material. Nevertheless, most disposable food packaging companies are realizing how important environmentally sustainable packaging is for consumers; hence manufacturers are increasingly opting for natural and renewable materials.

## Leaning towards natural materials

According to **Datamonitor** surveys, consumers argue that more should be done by companies at the production level to make their products more environmentally sustainable. As a result disposable food packaging companies are increasingly opting for natural materials (such as clay and minerals) and renewable materials (such as starch and cellulose fiber) rather than petroleum-based plastics. Even companies that still opt for plastics, choose to use the minimum amount and blend minerals into the product to improve performance and further reduce the amount of plastic required. Some manufacturers even create plastic packaging from commodities such as corn and sugarcane reveals **Agriculture and Agri-Food Canada (AAFC)**. These specialty plastics are created from polyactic acid made from corn and are often called bio-plastics. However, the use of bio-plastics is controversial. Some argue that due to the use of pesticides, energy, and genetically modified seeds that go into bio-plastics, it is just as bad as or worse than plastics for the environment and consumers. On another note, it is worthwhile noting that consumers prefer products to be recyclable than have reduced packaging (use of minimal material). Hence, manufacturers are increasingly opting for disposables that are compostable or recyclable.

## A recent introduction to food service products

Products that have a carbon footprint label or carbon neutral label are a recent introduction to disposable food service products. According to **AAFC's** report, these products however are not yet as common as fair trade, organic or even those with eco-packaging. Although the use of these labels allows consumers to see how their purchase can affect greenhouse gas emissions, many critics argue that it adds too much value to emissions and disregards other issues of sustainability such as biodiversity, poverty, and equity. Even with these concerns, many consumers see that products that are organic, carbon neutral, fair trade or use eco-packaging are more favorable than products without

*"...disposable food packaging companies are increasingly opting for natural materials"*



any such claims. Finally, although not all consumers care for sustainable products, some individuals prefer to feel like they are promoting sustainability with their product choices.

## Food disposables designed for one-time use

Disposable food service products are more and more being designed for one-time use. In some cases, such as hospitals and high-volume foodservice operations, these disposable products provide an increased measure of safety: by being used only once, these products significantly reduce food contamination and the spread of diseases. The **U.S. Food and Drug Administration's** Food Code claims the following: "A food establishment without facilities...for cleaning and sanitizing kitchenware and tableware shall provide only single-use kitchenware, single-service articles, and single-use articles for use by food employees and single-service articles for use by consumers." The Food Code further states "in situations in which the reuse of multiuse items could result in foodborne illness to consumers, single-service and single-use articles must be used to ensure safety." ■

### Prepared by

Soha Ghandour  
Assistant Editor & Researcher

تنتشر منتجات توظيف الأغذية الأحادية الاستعمال بشكل كثيف في مطاعم الوجبات السريعة ومطاعم تناول الطعام في الخارج وفي مراكز تقديم الطعام. تشمل هذه المنتجات الأكواب والزبيديات والصحون وأدوات المائدة والأواني المعلقة والمناديل الورقية والصواني المصنوعة بمعظمها من البلاستيك والمواد الورقية. وبالرغم ذلك، تُدرك معظم شركات توظيف الأغذية الأحادية الاستعمال أهمية التوظيف المستدام المُراعي للبيئة بالنسبة للمستهلكين وبالتالي يتجه المصنعون نحو اعتماد المواد الطبيعية والمتجددة.

## Kraussmaffeï Extends its Product Portfolio

**KraussMaffei Berstorff** offers two new extrusion solutions for sorted plastics recycling. The new extrusion lines are designed for converting washed plastics waste with high residual moisture content to high quality reclaim or compounds in a single heat. Focus is placed on eco-friendly and economic single and double-stage processes with a twin-screw extruder as core component tailored to specific customer requirements. Single-stage recycling concept for free-flowing and damp waste material "The characteristic feature of the single-stage variant is the purely mechanical squeezing of the water from the plastics waste on the twin-screw extruder," explains *Martin Mack*, Vice President Research and Development at KraussMaffei Berstorff in the USA. Free-flowing PE or PP agglomerates are washed and subsequently fed into the twin-screw extruder with a water content ranging between 5 and 20 percent. Even before the plastic material melts, most of the water is removed in axial direction by the pressure built up in the compression zone. The remaining moisture is released in the downstream zones



The new extrusion lines are designed for converting washed plastics waste

equipped with atmospheric and vacuum degassing. The product hold-down device prevents the melt from rising into the degassing openings of the twin-screw extruder, so that the degassing process is not affected and the melt residence time is not increased. When substantially contaminated starting material is processed, the twin-screw extruder can be equipped with an additional melt filtering system installed upstream from the pelletizing unit. ■



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# Feature

## Dairy

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Photo Courtesy Of Palsgaard

# Global Dairy Industry on Resilience Mode

**W**hile global dairy products industry continues to be one of the most dynamic markets worldwide, the global recession had had a negative impact on the affordability as well as demand on dairy products. Furthermore, high competition and high market fragmentation is leading to increased consolidation in the dairy industry. Despite the latter, flavored milk is on the verge of becoming one of the main drivers of the dairy industry. According to **Tetra Pak** research, flavored milk is the second most widely consumed Liquid Dairy Product (LDP) after white milk.

## Global dairy industry facing challenges

Despite its dynamism, the global dairy products industry is affected by the global economic downturn, changing weather conditions in export countries, and varying feed and other input costs reveals **Global Industry Analysts (GIA)** in its market report. The global recession by itself had a negative impact on the affordability as well as demand for dairy products which resulted in changing consumer behavior across many markets worldwide. The global dairy industry has also become highly volatile over the past few years, with prices experiencing sharper and shorter swings. According to the market research company, one of the key reasons for such volatility is the lower amount of annual milk production being traded between the countries. Resultantly, any small change to the supply-demand situation would incite fluctuations in the global dairy commodity prices. Prospect wise, the situation is expected to remain the same in the next few years which poses a challenge to the global industry.

## A trend towards consolidation

Due to the tough economic situation, significant players and larger dairies are taking over smaller dairies that are facing problem in operations. It is worthwhile noting that the consolidation trend is more pronounced in Europe. Moreover, companies are increasingly going for mergers and tie-ups to remain competitive in the market. Major factors driving this movement include the drive to enhance economies of scale, increasing profit levels, and reducing overheads. Finally, with an increase in the concentration of the industry, there is a trend towards increasing brand value, market share, and international presence and acceptance.

## Flavored milk to help dairy industry growth

Despite the challenges faced by the global dairy industry, flavored milk is on the verge of becoming one of the main driver of the dairy industry. Today, flavored

*“The global dairy industry has also become highly volatile over the past few years”*



milk is the second most widely consumed LDP after white milk and is forecast to grow at more than double the rate of white milk between 2012 and 2015, creating opportunities for dairy companies to boost revenues and profits, **Tetra Pak** research shows. Flavored milk is expected to grow by 4.1 percent compound annual growth rate (CAGR) between 2012 and 2015, outpacing forecasted growth of 1.7 percent for white milk and 2.4 percent for LDP as a whole during the same period, reports Tetra Pak. The segment is also expected to grow by 13 percent worldwide between 2012 and 2015, from 17 billion liters to 19.2 billion liters. According to the company, this growth will be driven by the developing countries, led by China, India, Indonesia and Brazil. ■

### Prepared by

Soha Ghandour  
Assistant Editor and Researcher

بينما يستمر قطاع منتجات الألبان العالمية باحتلاله مركزاً مهماً عالمياً وبكونه أكثر الأسواق ديناميكية، ألقى الركود العالمي بظلاله على القدرة على تحمل التكاليف وعلى الطلب على منتجات الألبان. زد على ذلك، تؤدي المنافسة القوية وسوق التجزئة المرتفعة إلى تدعيم متنامٍ لقطاع الألبان. كما يتطرق المقال أعلاه إلى سوق الحليب المنكه الذي من المنتظر أن يصبح أحد أهم محركات قطاع الألبان. وقد أشارت شركة (تيترا باك) في أحد أبحاثها إلى احتلال الحليب المنكه المركز الثاني كأكثر منتجات الألبان السائلة استهلاكاً عالمياً بعد الحليب الأبيض.

## A Line with “Probiotic” Spirit

Among its latest applications, **CAMA Group** have realized a complete line for packaging of probiotic yoghurt bottles at a speed of 68,000 bottles/hour for one of the major European dairy producers. The line, wholly manufactured and supplied by CAMA and under its full responsibility, is designed for tray packing of single bottles or OTT sleeved bottles, and develops from the outfeed of the bottle filling machine up to the infeed of the customers’ palletizer. The line is interfaced with the upstream processing equipment and transfers the bottles on two lanes into two buffer tables, each able to guarantee 7 minutes’ buffering in case of stop of the downstream line. The bottles are then transported to an electronic carton sleeving machine, overwrapping the bottles on two lanes in an OTT cardboard sleeve in various configurations. The sleeved bottle packs are then shifted on two or more lanes by means of an electronic divider and fed to a robotic unit that loads the packs into trays previously erected by an electronic forming machine. The same loading unit can also pack single bottles into carton trays. The single bottles are fed on a line parallel to the buffer tables. The line has been designed and realized to handle three dif-



**CAMA realizes a complete line for packaging of probiotic yoghurt bottles**

ferent bottle sizes for a maximum speed of 285 bottle packs/minute (2x2 configuration) and 95 trays/minute (3x4 configuration of single bottles). ■

## KROHNE Presents Portfolio for the Beverage Industry

At drinktec 2013 **KROHNE** presents the complete portfolio for beverage applications. In addition to the measurement of volume and mass flow for process and filling machine applications, level, pressure and temperature measurement, there is a novelty in analytical measurement: the OPTISENS series is complemented by the new SMARTSENS series. SMARTSENS is the first family of 2-wire loop powered analyti-



**SMARTSENS 2-wire loop powered analytical sensors with integrated transmitter technology**

cal sensors with integrated transmitter technology. Any SMARTSENS sensor can be connected directly to the process control system, featuring direct communication via 4...20 mA/HART. OPTISENS as well as SMARTSENS are also available as hygienic versions. In the area of the tank and silo management, e.g. for cereals, sugar or milk, KROHNE will present OPTIWAVE and OPTIFLEX level measuring solutions for continuous monitoring of stocks. Energy management according to EN 50001 is an important issue for energy-intensive businesses such as dairies: KROHNE offers solutions for the monitoring of auxiliary circuits such as heat and cold water, steam, compressed air or burner consumption measurement. Another highlight is OPTIQUAD, a spectroscopic analysis system for inline measurement of ingredients. OPTIQUAD-M can be used for the inline measurement of protein, fat and lactose in milk products, while OPTIQUAD WW is used for continuous inline measurement of chemical oxygen demand (COD) in dairy wastewater. KROHNE is a full-service provider for process measuring technology for the measurement of flow, mass flow, level, pressure and temperature as well as analytical tasks. ■

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Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of Abu Dhabi Food Control Authority

**SIAL** 2013

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Middle East



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Strategic partner:



"We have been impressed how much the show has grown year-on-year, while still maintaining its quality. Our objective was to promote new products and identify potential partners. We have certainly achieved that." Alaa Kamal, Midamar

"We wanted to establish a reliable platform to promote our products to Middle Eastern markets. We discussed a variety of business opportunities with visitors from the GCC and signed deals. We will certainly be signing up next year." Bozena Czaja, Invest in Poland

"We do not have a showroom within the UAE, so we use SIAL Middle East as a platform to showcase our appliances. Each year we meet prospective buyers and conduct quality business." Imane Louizi, Helix International

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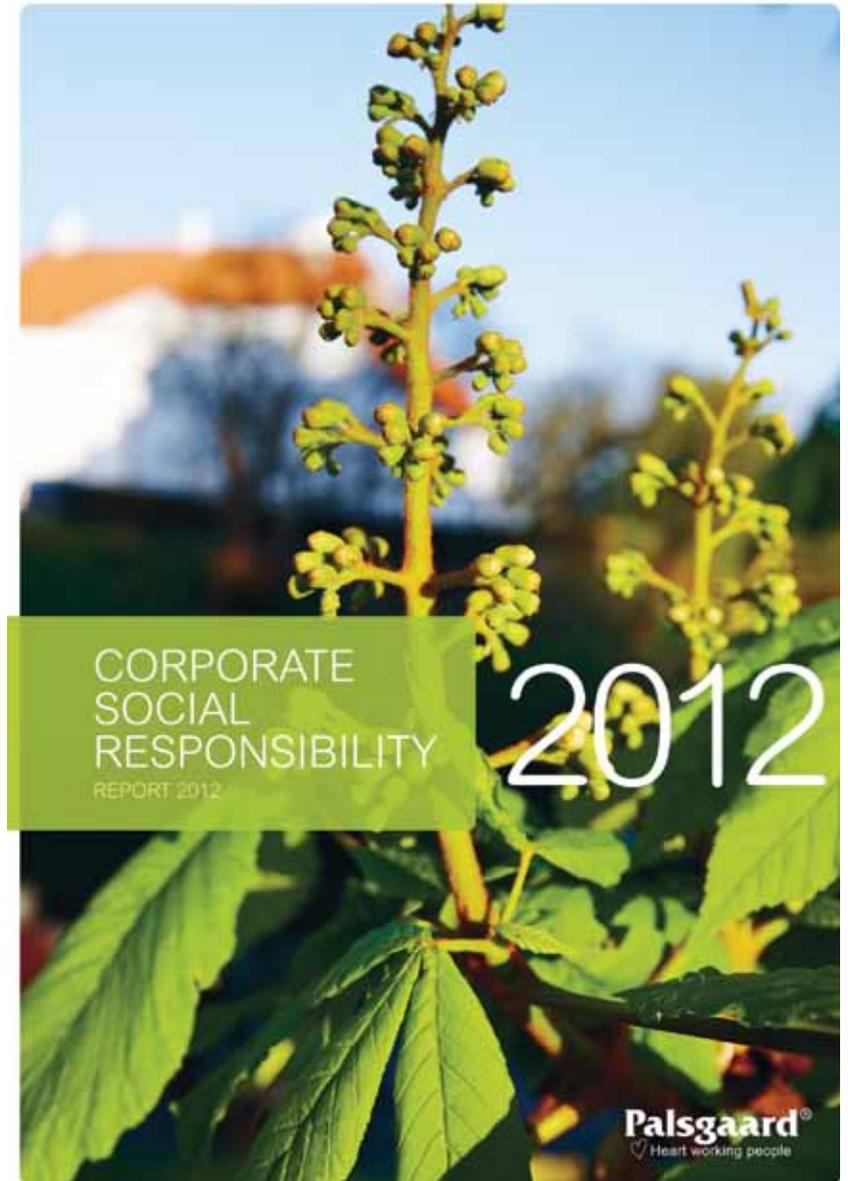
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# Working with Sustainability as a Key Ingredient

Having a focus on corporate, environmental and social responsibility across the supply chain highlights the dairy industry's long-standing commitment to health as well as making good business sense. **Palsgaard** explains how working with corporate social responsibility has become part of its daily routine. All of the company's products are based exclusively on raw materials of vegetable origin and/or other natural components. Furthermore, Palsgaard has formalized its responsible approach in a set of principles and aims comprised in its recently published CSR report for 2012, available for downloading at [www.palsgaard.com](http://www.palsgaard.com). The company has pledged to become CO<sub>2</sub> neutral by 2020, to minimize wastewater, as well as improve the working environment and employees' skills. Palsgaard is also very involved in developing supplier management. Its CSR-strategy includes action plans on initiatives for working against corruption and cartels as well, and increasing the share of RSPO-certified palm oil in its products to 100 percent by 2015. In early 2012 Palsgaard became RSPO Supply Chain certified (Mass Balance model) and is thus able to trade RSPO certified products. In the dairy sector, as in the wider food ingredients industry, responsible know-how and dedication are the best way to achieve continued success. The raw materials used in Palsgaard's products comprise mostly different kinds of vegetable oils, gums, starches and glycerine. Many of the initial stages in these raw material value chains originate in countries where there is a risk that the standards for environmental and working practices are not fully implemented. This includes the supply of palm oil, where there is some concern about working conditions and the impact on climate and biodiversity. *Jakob Thøisen*, Palsgaard's CEO, notes, "By keeping an implemented supplier management system including set standards for quality and ethical behavior we have a basis to maintain ongoing improvements and optimizations within our supplier relations. We are members of the RSPO, Green Palm and Sedex as well as a supporter of UN Global Compact and have similar ethical expectations of our suppliers."

## Awareness of processing and people

The company's goal to achieve CO<sub>2</sub> neutrality was based on well-established practices. These include optimizing and improving efficiency in production processes to create a balance between costs, quality and the environment: In 2009 Palsgaard converted all of its boilers from heating oil to natural gas, and since 2011 Palsgaard Denmark has had its electricity consumption covered by certified wind mills. Most recently, Palsgaard Mexico installed a new photovoltaic solar panel system, which will produce enough electric power to cover 85 percent of the facility's energy consumption.



Palsgaard has just published its latest CSR report

To create sustainable products, it is also worth investing in the people producing them as well as the local community. While this is often seen in dairy farming, it is also highly relevant to the dairy ingredients sector. Thøisen explains, "We invest in varied sectors including wind farming, real estate, forestry, research, farming and the local community. Our consideration for our employees also manifests itself in our remarkably low employee turnover rate." In the dairy sector, as in the wider food ingredients industry, responsible know-how and dedication are the best way to achieve continued success. Thøisen concludes, "To Palsgaard the dedication to strategic CSR means competitive advantages and enables us to market our responsible profile in a verifiable way". ■

# Industry Spotlights

## Food Franchise

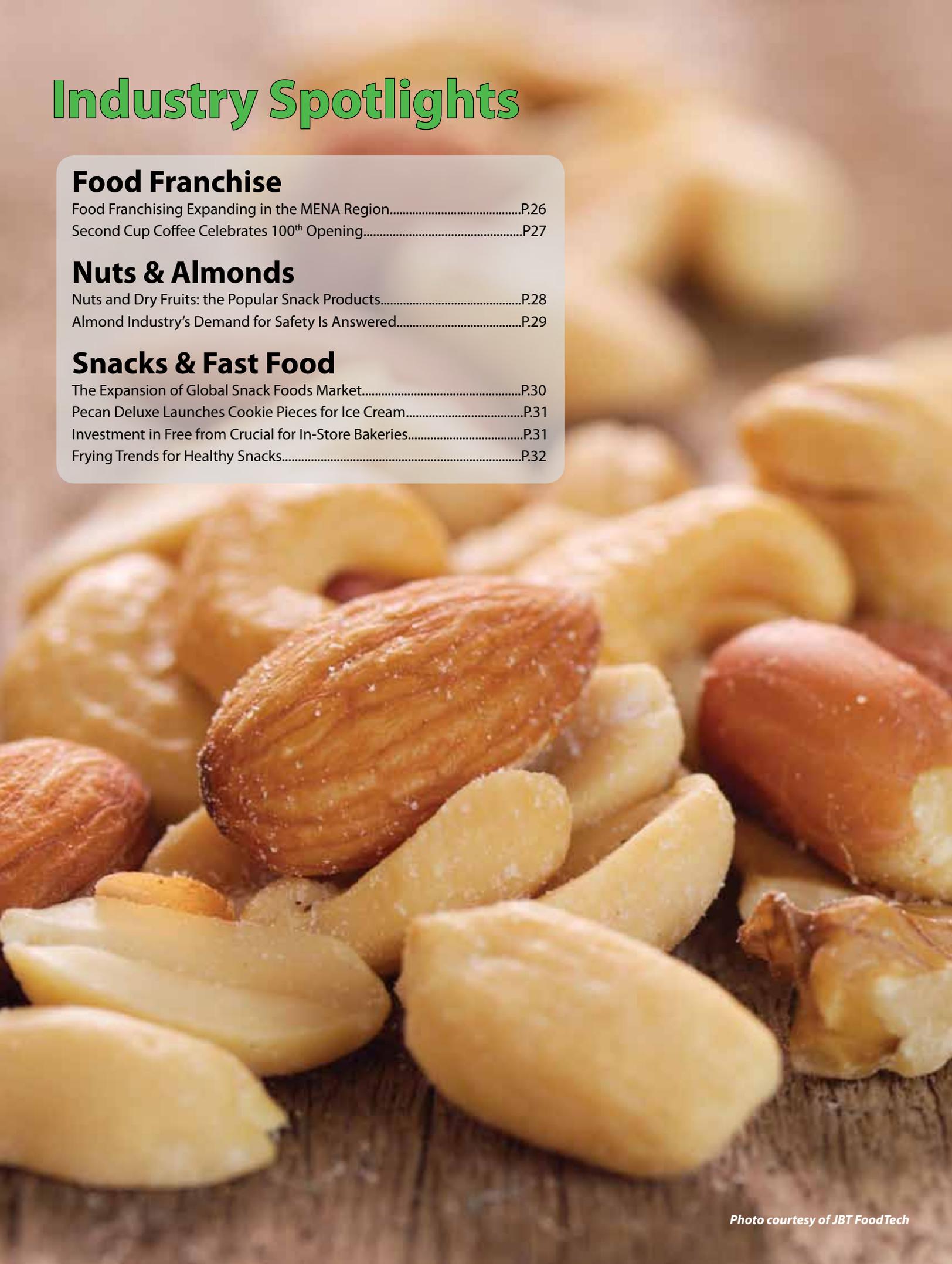
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# Food Franchising

## Expanding in the MENA Region

**F**ood franchising is making giant steps in the Middle East and North Africa region (MENA). According to the research company **LexNoir**, relatively recent estimates show that the Middle East franchise market is worth approximately USD30 billion. Casual dining restaurants are one of the fastest growing segments in the food franchising industry particularly in Saudi Arabia. Additionally, large number of US restaurant brands are partnering with Middle Eastern companies to open units and expand operations across the region.

### Saudi Arabia: a desirable market for franchises

Saudi Arabia has become a highly desirable market for many franchises, largely due to the brand recognition of US products and services among Saudi consumers according to a report made by **Francorp**. As a matter of fact, US franchises currently dominate the Saudi franchise market, representing more than 70 percent of the nation's franchise operations. It is worthwhile noting that casual dining restaurants are one of the fastest growing segments in the food franchising industry. **Taameer** latest hospitality market report states that almost all major international casual dining restaurant players have already penetrated the Saudi Arabian market, while several other chains have either signed up for franchising or are in the planning phase. Most of the casual dining restaurants markets in the Kingdom are located in Riyadh, Jeddah and the Eastern Province because of their large population base. The three key factors that enable Saudi casual dining restaurants to capture larger market share and expand at a much faster pace are high disposable income, global exposure and limited sources of entertainment, along with an ever-increasing number of malls in the Kingdom, points out Taameer. Accordingly, operators in casual dining restaurants market are expected to proceed with their expansion strategy, and the number of outlets is estimated to reach approximately 17,000 by 2014, while the overall value is predicted to increase at a CAGR of 6 percent in constant value terms to USD7.70 billion by 2014.

### US restaurant brands expands across the region

Driven by strong economy and robust regional investor base, large number of US restaurant brands are partnering with Middle Eastern companies to open units and expand operations, cites Taamer in its report. Increasing number of US-based restaurant companies are finding developers in the Middle East, making it one of the strongest regions for international growth of American brands. For instance the top international



*"Casual dining restaurants are one of the fastest growing segments in the food franchising industry"*

casual dining restaurant chains present in GCC include **Applebee's**, **Outback Steak House**, **Chilis** and **TGI Fridays**. Additionally, the American burger chain **Jake's WayBack Burgers** has recently announced a new deal with **Topaz MENA LLC** to expand the brand into 28 countries throughout the MENA region. The first location is scheduled to open in Dubai. **Abdulrahman Alieedon**, Vice Chairman of the Board from Topaz MENA LLC commented on the project: "Opening the first Jake's Wayback Burgers in Dubai is a strategically ideal location because it is centrally located in the MENA region." "As Master Franchisee of the 28 countries in the region it will be easy for us to share the value proposition with multi-unit operators and area developers looking to get into the thriving fast casual burger category," he added. ■

#### Prepared by

Soha Ghandour  
Assistant Editor and Researcher

ينمو قطاع حقوق الإمتياز على الأطعمة بشكل ملحوظ في منطقة الشرق الأوسط وشمال أفريقيا. بحسب خبراء السوق والدراسات الأخيرة، تبلغ قيمة سوق حقوق الإمتياز على الأطعمة في الشرق الأوسط حوالي ٣٠ مليار دولار أمريكي. تعتبر مطاعم الخدمة على الطاولة إحدى أسرع القطاعات نمواً في هذه السوق ويتجلى هذا النمو في بلدان كثيرة في منطقة الشرق الأوسط وبالأخص في المملكة العربية السعودية. بالإضافة إلى ذلك، يتشارك عدد كبير من العلامات التجارية المسجلة للمطاعم الأمريكية مع شركات في الشرق الأوسط لفتح مراكز بيع لها وتوسيع عملياتها في جميع أنحاء المنطقة.

# Second Cup Coffee Celebrates 100<sup>th</sup> Opening

The **Second Cup Coffee Company Inc.** ("Second Cup") is celebrating the opening of its 100th international café at the Prestige Cars Complex in Abu Dhabi, in association with **BinHendi Enterprises**. This represents the 16<sup>th</sup> location in United Arab Emirates a region in which the company anticipates ending the year with 25 locations. Speaking on the occasion, *Mohi-Din BinHendi*, President of BinHendi Enterprises credited a robust relationship with Second Cup as a key factor in its successful growth in the UAE and other Gulf Countries under its umbrella and said "In a little more than 10 years Second Cup has built strong brand recognition in the Middle East region and we view its future as exceptionally positive in view of the growing coffee market and Second Cup's visionary innovations with a local flavor." *Bassel Ammar*, General Manager, BinHendi Hospitality & Franchising, also added, "The popularity of the Second Cup coffee brand is apparent as consumers continue to choose it for the exceptional taste and brand personality. The growing number of outlets is a direct reflection of the demand and response we



**Second Cup has built strong brand recognition in the Middle East region**

have received from consumers, and we're excited to enter the next phase of growth with Second Cup. In our exceedingly global marketplace, Second Cup is an international brand which customers recognize and love, and are pleased to enjoy across a growing number of locations." ■

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# Nuts & Dry Fruits: The Popular Snack Products

**D**espite the economic downturn, the USD7.2 billion dollar nuts and dried fruit category performed well during the recession posting a gain of 36.1 percent in dollar sales between 2007 and 2012 according to the market research firm **Mintel International Group Ltd.** The category has likely benefited from the health perceptions associated with it and the nutritional trend will continue to impel consumers' use of dry fruits and nuts as leading snack products. It is worthwhile noting that almonds in particular are finding wide application in healthier snacks.

## A growing desire for dry fruits and nuts

The USD7.2 billion dollar nuts and dried fruit category performed well during the recession posting a gain of 36.1 percent in dollar sales between 2007 and 2012, revealed the market research firm **Mintel International Group Ltd.** In term of consumption, almonds and groundnuts are popular ingredients for confectionary products and peanut butter. More luxurious nuts, like macadamia nuts and pecan nuts are mainly popular as a snack. Additionally, dried fruit, especially raisins, are used by the food industry in a variety of products like breakfast cereals and candy bars. Other dried fruits are also popular as a snack. It is obvious that most consumers are evaluating their eating habits and recognizing the health benefits of fruits and nuts snacks. **Market Research** indicates that this nutritional trend will continue to propel consumers' use of nuts and other natural foods as leading snack products. Consequently, most food companies will focus on healthful snacking and offer a greater range of tasty and convenient products such as nut and fruit bars and trail mix. Nevertheless, not only has the category benefited from the health perceptions associated with it, but also from constant innovation and a strong private label presence.

## Almonds: an important market in the United States

Almonds in particular are finding wide application in healthier snacks. According to the **Agricultural marketing resource center (AgMRC)**'s report, the United States is the main supplier of almonds. In 2012, the country exported about 692,270 metric tons of the nuts, a 9 percent increase from the previous year, which were valued at USD3.4 billion, a 20 percent rise from 2011 sources. The majority of almonds are consumed as ingredients in manufactured goods including cereal and granola bars, while remaining consumption takes place in the form of snacks, in home baking and food service outlets affirms the report. Furthermore, the increased promotion of almonds as a nutritional product and as an ingredient in a variety of food segment areas

*"The category has likely benefited from the health perceptions associated with it"*



such as snacks, cereals, confections and desserts has helped to expand marketing opportunities. As a matter of fact, new branded products and new uses of almonds in cereals, ice cream, confectionaries and baked goods have been introduced. These include 100-calorie packs for healthy snacking, wheat-free crackers made of nuts and almond milk which offers a low-fat, non-dairy alternative for consumers who prefer to avoid dairy products. Almonds have also been marketed as a good source of Vitamin E, dietary fiber and monounsaturated fat, the latter of which has been associated with decreased risk of heart disease, as per the **Almond Board of California.** ■

### Prepared by

Dina Fawaz  
Acting ER Manager/Senior Editor

بالرغم من الإنكماش الاقتصادي، كان أداء فئة المكسرات والفواكه المجففة التي تبلغ قيمتها ٧,٢ مليار دولار أمريكي جيداً خلال فترة الركود حيث سجلت نمواً وقدره ٣٦,١ في المئة في المبيعات بالدولار في الفترة الممتدة من ٢٠٠٧ إلى ٢٠١٢ وذلك وفقاً لتقرير صادر عن شركة أبحاث السوق (Mintel International Group Ltd). وقد استفادت هذه الفئة على الأرجح من المفاهيم الصحية المرتبطة بها وسيستمر التوجّه الغذائي بحث استعمال المستهلكين للفواكه المجففة والمكسرات التي تعتبر من منتجات الوجبات الخفيفة الرئيسية. ومن الجدير ذكره بأن اللوز بشكل خاص قد بدأ يُستعمل بشكل واسع في الوجبات الخفيفة الصحية.

# Almond Industry's Demand for Safety Is Answered

In response to an increasing awareness of food safety within the almond industry, **JBT FoodTech** has developed an advanced, continuous almond pasteurization system. With the JSP-I Jet Stream® Almond Surface Pasteurization System, processors can now be confident they are providing a safer product without altering the natural raw-like flavor and texture of a non-pasteurized product.

"As the almond industry has come of age, it has increasingly recognized its responsibility to minimize the threat of foodborne illness," said *Paul Favia*, sales manager, JBT FoodTech. "We took the almond processors' acute sensitivity to impacting the natural goodness of the almond into account when developing the JSP-I Jet Stream System."

To specifically address these needs, the company developed the new system to pasteurize the almond surface without damaging the raw-like flavor and appearance desired by consumers and retailers. Unlike traditional pasteurization technology, the system uses a thermal process in which no chemicals are applied to the product and no residue is involved. The thermal process is so gentle it allows complete germination of the processed product.

It offers also the almond industry reliable and consistent delivery of a 5-log reduction of the highly resistant PT 30 strain of Salmonella bacteria and other less robust pathogens. Additionally, the user-friendly LOG-TEC Momentum™ controller system, used to control and document the pasteurization process in the JSP-I Jet Stream System, is designed to meet the **Food and Drug Administration's (FDA)** regulations. A recent report by the **Almond Board of California's (ABC)** concluded that the JSP-I Jet Stream System is a sound solution to the almond industry's pasteurization dilemma.

"By testing the system with the actual bacteria, under various operating conditions and variations of heat transfer mechanisms, we were able to determine the exact conditions and the right timing to lower the bacterial content for safe consumption," said *Ramesh Gunawardena*, technology and process development manager, JBT FoodTech. "In developing this solution, we are substantially improving the processing criteria and helping the almond industry raise food safety standards."

The system consists of three main components: the JSP-I Jet Stream equipment itself, the LOG-TEC Momentum™ controller system, and the JBT FoodTech proprietary AlmondCAL™ software, which is designed to model the almond surface pasteurization calcula-



JSP-I Jet Stream® system developed for almond pasteurization

tion. JBT FoodTech's proprietary pasteurization process sets the conditions at which the almonds should be subjected to eliminate any harmful bacteria. Initially, the almonds are heated rapidly to the correct temperature using an atmospheric steam zone. The almonds then pass through an atmospheric steam-air impingement section which allows enough time to complete the pasteurization process and to dry the almonds. Finally the almonds are cooled down for packing. This unique process ensures product quality by minimizing the almonds exposure time and avoiding cumbersome, maintenance equipment like rotary airlocks and fluidized beds, which can damage the product.

"Designing this solution for the almond industry presented us with the unique challenge of developing technology that would deliver an inherently complex thermal process, while keeping it user-friendly enough for reliable operation," said *Jun Weng*, research fellow, JBT FoodTech. "In the end, the solution we've developed monitors the critical control parameters, such as temperature and velocity, to result in a highly efficient and effective process for our customers." ■

# The Expansion of Global Snack Foods Market

**G**lobal snack foods market is forecast to reach USD380 billion by the year 2017, driven primarily by changing consumer demographics and affluence levels. Innovation stands out as a major growth driver charging the market's expansion both in terms of value and volume. Furthermore, fast growing economies in Asia Pacific, Latin America, and Eastern Europe spell strong, attractive, and lucrative business opportunities driven by strong economic growth and increased westernization of diet patterns.

## Snack industry witnesses new product launches

The global economic meltdown in recent years had a relatively milder effect on the snack foods market as the 'eating in' trend augmented the demand for snacks served as appetizers at home, while fortification of snack items and new products with exotic flavors played a bigger role in sustaining consumer interest. The industry witnessed a record number of new product launches and brands in recent years as manufacturers sought to entice consumers with new flavors, value added portability, ready to use varieties, and products with enriched nutritional profiles. While low prices continue to remain the most important purchasing factor during difficult times, others such as low additives/preservative snacks are also rapidly gaining in importance. In the long run, carefree snackers are expected to continue to drive demand for varied flavor and taste profiles, while health-oriented snackers are expected to ignite a greater demand for low-calorie, healthy, organic, mineral fortified and fiber-rich snacks. Additionally, snacks are fast encroaching into the territory of convenient breakfast and dinner solutions, causing traditional meal manufacturers to reintroduce meal solutions as snacks. For instance, frozen appetizers such as frozen potstickers and spring rolls stood to gain from the recent recessionary environment as cash stretched consumers who preferred home meals to costly restaurant visits.

## Factors spurring snack industry growth

Given the current challenging market conditions in Europe and North America, snack sales in these regions would continue to be modest in the near term. However emerging markets of Asia-Pacific, Latin America and Eastern Europe are expected to instill vibrancy in the sector primarily driven by increased consumption in upper-tier cities. Asia-Pacific, with its high-density population, liberalized import policies, stronger economic growth and increasing disposable income and to top it all, its imminent urge to adopt western life-



*“By product group, bakery snacks represents the largest product segment”*

styles, is expected to offer ample growth opportunities. There are contrasting factors that drive growth in snack foods markets both in the developed as well as in developing economies, based on disparate dietary, lifestyle and demographic patterns. Consumers in developed and mature markets worldwide, seek health and convenience factors in snack foods. In contrast, an increasing shift away from unpackaged food items to packaged ones is strengthening the market in developing regions such as China and India. Moving on, undercurrents in the ready to eat snack food category reveal the emergence of distinct consumer purchasing trends in favor of energy bars, and cereal based snacks. By product group, bakery snacks represents the largest product segment, while salted snacks represent the fastest growing segment. Meat snacks are gaining in popularity, given the rising awareness among consumers regarding the importance of a well-balanced, low carb, and rich protein diets. ■

### Source:

Global Industry Analysts, Inc

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

يلقي هذا المقال الضوء على نمو السوق العالمية للوجبات الخفيفة، التي من المتوقع أن تصل إلى ٣٨٠ مليار دولار أمريكي بحلول العام ٢٠١٧. يدفع هذا النمو بشكل رئيسي تغيير التركيبة السكانية للمستهلكين واختلاف مستوياتهم الاقتصادية. يبرز الابتكار كمحرك أساسي لهذا النمو الكبير الذي يساهم بتوسع السوق من حيث القيمة والحجم. وعلاوة على ذلك، يجذب الإقتصاد السريع النمو في بعض البلدان، مثل آسيا والمحيط الهادئ، وأمريكا اللاتينية، وأوروبا الشرقية، فرص تجارية قوية، جذابة ومرحة يقودها نمو اقتصادي قوي وزيادة اعتماد الأنماط الغربية في الأنظمة الغذائية.

## Pecan Deluxe Launches Cookie Pieces for Ice Cream

**Pecan Deluxe Candy** (Europe) has announced a delicious new addition to its range of ice cream inclusions baked cookie pieces in a choice of flavors including ginger and double-chocolate. The latest addition is the perfect complement to the company's celebrated and expanding range of cookie dough pieces which already feature in household name premium ice creams. Available in 6mm, 9mm and 12mm size variants, the cookie pieces like all of the company's products are made entirely of natural ingredients. Produced in segregated facilities, the pieces are nut-free and can be supplied soft-baked and frozen or fully-baked for storage at ambient temperature. Trials have proven the success of the cookie pieces, particularly for inclusions and toppings in desserts for QSRs (quick service restaurants) and gastro-pub chains. They can also add value to an array of other frozen desserts such as sundaes and gateaux and are ideal for manufacturers of quality ice creams and other chilled or frozen desserts. By far the biggest European supplier of cookie dough pieces, Pecan Deluxe made a significant investment in a new European plant last year which ensures that high-volume orders are always fulfilled. Available in 14mm and



**Pecan Deluxe ice cream inclusions**

19mm cylinders and 8mm cubes, the cookie dough pieces are a hit in natural, choc chip and double choc chip variants with several new fruit flavors currently undergoing trials including raspberry/white chocolate, and cinnamon/apple alongside mint. ■

## Investment in Free from Crucial for In-Store Bakeries

*Adrian Short*, director at clean label ingredient specialist **Ulrick & Short**, believes that the second half of 2013 will see a breakthrough in food technology that will enable in-store bakeries in particular to meet the burgeoning demand for delicious products made from naturally gluten-free, non-GM ingredients. Short



**Ulrick & Short has developed clean label ingredients to the gluten free baked good industry**

explained: "Manufacturing onsite is often logistically impossible without the risk of cross-contamination, and it is therefore the responsibility of knowledgeable manufacturers and ingredient suppliers to invest heavily in research and development in order to create great products that just happen to be gluten free. The in-store bakery benefits from frozen or part-baked breads or confectionery that can be truthfully displayed as 'finished in store today' or 'baked by us for you' – and of course a label boasting only natural, healthy ingredients." Short continued: "At Ulrick & Short we have experimented with many combinations of clean label ingredients to perfect the techniques for producing perfect baked goods without the gluten (or to reduce or replace fat, eggs or other ingredients). It's vital to understand the relationship between all the components of the recipe, as well as the role of the ingredients that aren't included - not to mention how the combinations will respond to different production methods and quantities."

Ulrick & Short develops bespoke solutions to suit individual needs across a wide range of foods including processed meats, soups and sauces, baked goods and battered products. ■

# Frying Trends for Healthy Snacks

Consumer demand for healthy snacks and manufacturers' desire for greater production flexibility are two important trends **Heat and Control** have been actively addressing. Many companies are developing products with reduced oil and sodium contents. The company has thus developed a line of continuous centrifuge systems that reduce oil content in snacks by as much as 25 percent. Heat and Control also builds low-fat oil strippers that use steam (not chemicals) to reduce the oil content in chips by 33 percent, and the company's latest seasoning systems give manufacturers very precise control of the application process to achieve more uniform coverage. Flexible manufacturing technology is important to manufacturers worldwide. The ability to produce batch style potato chips and regular potato chips on a single system is BIG. Heat and Control have developed a Universal Product Cooker system to do just that, and it is becoming quite popular for many manufacturers including start-up companies and processors in developing nations. The UPC system can produce plantain, banana, cassava, yucca, and tortilla chips and pellets with only minimal changes in time and temperature.

Designed for small to medium capacity production, the economical continuous Dynamic Action Fryer from Heat and Control can be adjusted to produce a wide variety of snacks. It continuously fries potato chips, selected pellet and extruded snacks, chips from corn, plantain, malanga, taro, yucca, and regional snack products. Compact and economical, the continuous Dynamic Action Fryer does the job of multiple batch fryers. Speed can be adjusted easily, as well as elevation, and motion of its product control paddles to produce different snacks and textures. Safe exter-

nal heating maintains the optimal oil temperature, whilst automatic oil level control and continuous oil filtration are standard.

Maximum product quality is also some of the major challenges that bakers and snack producers face when it comes to frying products. Frying uniformity, oil quality and finished product consistency are key when designing a frying system. All areas of a product must be analyzed to achieve superior product quality. Selecting the optimum conveyance mechanism, fryer sizing, and heat load requirements all come into play. Heat and Control had been designing and building batch and continuous fryers since the late 1940's and have considerable process and applications experience to help processors consistently make top quality products, using less fuel, oil, and labor for sanitation and maintenance.

Once one has selected a system to deliver maximum product quality that system needs to be made as energy efficient and reliable as possible. Heat and Control has developed several systems to increase the fuel efficiency of its heat exchangers, which now reach as high as 85 percent thermal efficiency.

Environmental standards have been implemented in many parts of the world which limit NOX emissions, particulate emissions, and in some instances require incineration of fryer exhaust gases. All of these areas have been addressed. For instance, the company's KHX KleenHeat Pollution Control Heat Exchanger incinerates fryer exhaust without costly afterburner systems and still delivers up to 85 percent thermal efficiency. Heat and Control offers Heat Recovery Systems that recover normally wasted heat from fryer exhaust for a variety of uses. Heat Exchanger Booster Heaters and Combustion Air Pre-Heaters also have excellent payback. ■



Heat and Control's Universal Product Cooker

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# China's F&B Industry: Solid Despite Challenges

**T**he Chinese F&B industry has been growing significantly over the past decade. Between 2006 and 2012, the industry grew at an estimated compounded annual growth rate of 30 percent according to sources issued by the **JLJ Group**. In order to keep up with demand, the country has also become a net importer of food and beverage products and is considered the world's main producer and consumer of vegetables. Nevertheless, the constant exposure of domestic food products safety issues as well as increasing production cost are posing a challenge on the industry.

## Challenges faced by the industry

China's F&B industry is facing two main challenges: increasing costs, and mistrust of food safety reveals the market research company JLJ Group. Increasing production cost, such as labor, raw materials, transportation, and land are driving food prices that are, for the most part, being transferred to consumers says the group. Domestic consumer prices for F&B products increased by an average 12 percent in 2011 over 2010, and average 5 percent in 2012 over 2011. Second, the Chinese public has lost confidence in domestic F&B products, such as milk, baby formula, after several food safety incidents occurred, such as clenbuterol and melamine tainted food. This lack of consumer confidence is driving some consumers to purchase imported products or products manufactured by foreign companies in China.



## A growing industry

Despite challenges, the Chinese F&B industry has been growing significantly over the past decade as incomes increase. According to the JLJ Group, between 2006 and 2012, the industry grew at an estimated compounded annual growth rate of 30 percent. The market research group revealed also that the total production value of the F&B industry in 2011 exceeded USD 1.2 trillion, a 32 percent year-on-year increase over 2010 and the full-year production value of 2012 was estimated at USD 1.6 trillion. Furthermore about one third of F&B enterprises are located in the eastern region, generating about 43 percent of the industrial value. The top 10 provinces in terms of F&B production value are Shandong, Henan, Sichuan, Guangdong, Liaoning, Jiangsu, Hubei, Hunan, Jilin, and Fujian.

## An important trader of F&B Products

The growth of the industry has also been observed in the trade activity of the country. Because local food production is not able to keep up with demand, China

*"...the industry grew at an estimated compounded annual growth rate of 30 percent"*

has become a net importer of F&B products. The research group shows that the country imported in 2011, USD 73 billion of F&B products, a 28 percent year-on-year increase over 2010, and exported USD 53 billion of F&B products, a 23 percent year-on-year increase over 2010. China is also the world's main producer and consumer of vegetables and its boom in exports during the first decade of the 21st century was a major development in world vegetable markets according to the USDA. According to the agricultural department, the volume of China's vegetable exports more than tripled from under 3 million metric tons during the late 1990s to a peak of over 10 million metric tons in 2011. It is worthwhile noting that annual growth exceeded 20 percent during several years in the early 2000s following China's accession to the World Trade Organization in December 2001. ■

### Prepared by:

Soha Ghandour  
Assistant Editor & Researcher

تميّز قطاع المأكولات والمشروبات الصيني بنمو كبير خلال العقد الماضي. نمت هذه الصناعة بين عامي ٢٠٠٦ و ٢٠١٢ بمعدل نمو سنوي مضاعف يقدر بنحو ٣٠٪ بحسب دراسات السوق. من أجل مواكبة الطلب المتزايد، أصبحت الصين مستورداً صافياً لمنتجات المأكولات والمشروبات المختلفة، وتعتبر الآن المنتج والمستهلك الرئيسي للخضار في العالم. ولكن على الرغم من هذا النمو المتزايد، يطرح التعرض المستمر لقضايا سلامة المنتجات الغذائية المحلية فضلاً عن زيادة تكلفة الإنتاج تحدياً على هذه الصناعة. تدفع قلّة الثقة لدى المستهلكين البعض منهم إلى شراء المنتجات المستوردة أو المصنعة من قبل الشركات الأجنبية في الصين.



## Tate & Lyle Forms Joint Venture in China

**Tate & Lyle PLC**, a global provider of specialty food ingredients and solutions, announces that it has signed an agreement with **Xuzhou Yitong Food Industry Co., Ltd** to form a Sino-Foreign Joint Venture ("Tate & Lyle Howbetter") through the acquisition of a 51 percent equity interest in **Jiangsu Howbetter Food Co., Ltd** ("Howbetter"), a leading Food Systems business in the People's Republic of China. Under the terms of the agreement, Tate & Lyle will acquire 22 percent of its equity interest from Yitong and the balance of 29 percent from **S.B International**, a wholly-owned subsidiary of a Europe-based global food business (which has been a shareholder in Howbetter since 2009). Tate & Lyle also has an option to acquire Yitong's remaining 49 percent equity interest in Howbetter at a later stage. The transaction is subject to governmental approval which is expected in the autumn. Howbetter provides stabilizer systems and ingredient blends for customers across China mainly in the dairy and beverage categories. It operates from a blending facility in Suqian and has application laboratories in the nearby city of Xuzhou, both in Jiangsu Province. Howbetter was one of the

first domestic food blending businesses in China to be awarded a license to operate under new regulations put in place in 2010. *Olivier Rigaud*, President, Speciality Food Ingredients for Tate & Lyle said: "The combination of Tate & Lyle's global blending capabilities and recipe know-how with Howbetter's strong local expertise and infrastructure provides us with an excellent platform on which to accelerate the growth of our Food Systems business in China." ■

## DuPont Opens Probiotics Facility in China

**DuPont** has launched production at its state-of-the-art probiotic blending and packaging facility in China. The new site in Beijing represents DuPont Nutrition & Health's first step in packaging probiotics into ready-to-market formats that allow DuPont to offer its customers improved speed to market, quality and flexibility. Investment and capacity were not disclosed. In 2011, DuPont purchased a food processing plant

north of Beijing and converted it into a new cutting-edge probiotic blending and packaging site to serve dietary supplement and food and beverage customers globally and more specifically China and the Asia Pacific region. The investment is part of a global multi-year capacity expansion program for cultures and probiotics in the United States, Europe and now in China. "Probiotics is a fast-growing segment of our business and the industry is experiencing double-digit growth rates annually around the world and in China," said *Fabienne Saadane-Oaks*, vice president Health and Protection, DuPont Nutrition & Health. "As we continue to support the world's growing population, this expansion allows us to custom blend and package high-quality probiotic products for our customers in the fast-growing dietary supplement and food and beverage industries close to our customers, where we want to be." The new facility will allow customers to source ready-to-market probiotic formulations consisting of Danisco® HOWARU® premium and FloraFIT® custom probiotic brands. And, by DuPont managing the process throughout, customers will be assured of the highest standard of food safety and quality. The new facility in China will be able to custom blend the ingredients to meet the requirements of local customers. ■





Middle East  
**Food**  
مأكولات الشرق الأوسط



## Middle East Food (MEF)

August 2013 / Vol. XXIX Issue 8

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



The combidome filling machine, capable of filling 12,000 carton packs per hour, is based on the dependable, robust filling machine technology from **SIG Combibloc**. First, the domeTwist closures are transferred via an air conveyor into the four-track mandrel wheel area of the filling machine, and each one is placed on a separate mandrel. The new bottle's carton sleeves, each already sealed along the longitudinal seam, are transferred from the magazine to the mandrel wheel.



# Italy: Sustainable Agriculture in Focus

*In Italy, sustainability is synonymous with organic, as consumer demand for separate “sustainable” food certification is very low. Unlike other EU countries, Italy does not have any legal requirements when it comes to sustainability, while it does encourage businesses and farmers to improve environmental standards and act responsibly, providing financial incentives for local businesses and regions that wish to apply sustainable farming practices. However, uniform sustainability criteria have not yet been defined.*

## Italy and sustainable agriculture overview

In Italy, sustainability is synonymous with organic. In general, consumer demand for separate “sustainable” food certification is very low. Italians essentially believe that organic is sustainable. The country has the largest area of organic cropland in the EU and is a major exporter of organic products in Europe. However, official intra-EU organic trade data remains difficult to track, given the number of intra-EU equivalency agreements and agreements with non-EU countries. The Italian Ministry of Agriculture reports that in 2010, Italy imported from extra-EU countries 74,000 tons of organic goods. The country is a net exporter of organic food (mainly processed) with most of its USD1.194 million production shipped to other EU Member States, the United States and Japan. During the 1990s, the organic sector in Italy showed one of the largest average annual growth rates in Europe in terms of land under organic management. Since then, Italy’s organic area has grown to around 1 million hectares. Seventy percent of agricultural land in Italy is cropland (permanent and arable crops), and key crop categories are cereals, green fodder from arable land, olives and grapes. The country has 43,230 organic producers, 2,564 of which process their own products, 5,223 processors, and 260 importers. During the past ten years the country has shown a heightened awareness in rural development issues, ensuring the farmer has taken on a new role in society, from producer of food products and services, to the conservation and sustainable use of biodiversity. In many cases, however, agricultural biodiversity and sustainability is still seen as a side issue of agricultural and production policies.

## Italian government initiative

As in all European Union countries, organic farming in Italy is supported by the European Union’s rural development program. The Italian National Action Plan for organic agriculture and organic products was launched in 2005, and targets global marketing, support and develop of organic production and related supply chains, enhanced consumer information, and improved sus-



*“The country has the largest area of organic cropland in the EU”*

tainable farming practices and services. Unfortunately, unlike the organic sector, the Italian government does not currently have any legal requirements when it comes to sustainability. The Government does encourage Italian businesses and farmers to improve environmental standards and act responsibly, and provides financial incentives for local businesses and regions who wish to apply sustainable farming practices. However, uniform sustainability criteria have not been defined. Recently, the Lombardy region allocated USD5.9 million in favor of Lombard rice growers that apply sustainable farming techniques. The funding is to be used to encourage sustainable rice production, agricultural conservation, with the use of minimal tillage and direct sowing. A total of 44,000 hectares of rice have been set aside for this project. The grant comes from the Italian Ministry of Agriculture’s Rural Development Program. ■

### Source:

US Department of Agriculture (USDA)

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

تعتبر الإستدامة في إيطاليا مرادفة لكل ما هو عضوي، في حين أن طلب المستهلكين لشهادة المأكولات «المستدامة» منخفضة جداً. تعد إيطاليا مصدراً صافياً للمأكولات العضوية (بالأخص المأكولات المصنّعة) باعتبار أنه يتم شحن معظم إنتاجها، الذي يقدر بـ ١,١٩٤ مليون دولار أمريكي، إلى دول أخرى في الإتحاد الأوروبي، والولايات المتحدة واليابان. خلافاً لبلدان أخرى في الإتحاد الأوروبي، لا تملك إيطاليا أي متطلبات قانونية عندما يتعلق الأمر بالإستدامة، ولكنها في الوقت نفسه تشجع الشركات والمزارعين على تحسين المعايير البيئية والتصرف بمسؤولية، وتوفير الحوافز المالية للشركات المحلية والإقليمية التي ترغب بتطبيق الممارسات الزراعية المستدامة. ومع ذلك، لم يتم تحديد معايير الإستدامة الموحدة حتى الآن.



## OYSTAR A+F Successful in Italy



OYSTAR A+F's new packaging line

**Milchhof Sterzing**, in Italy's South Tyrol, once again favors the equipment of **OYSTAR A+F**. It has just installed two new packaging lines with integrated top-sleeving technology for yoghurt cups. The new Set-Line packaging systems can handle up to 22,000 cups per hour. Products are supplied by conveyor belts and sleeved to sets of 2 or 8 cups. The SetLines also support operation without sleeves, allowing Milchhof Sterzing to package single cups as well. Switching between formats is a snap. The newly delivered SetLine packaging systems feature powerful with special focus on the product transport, operability and ergonomics. Furthermore, the systems now take a lot less effort to switch between formats. Another highlight is the servo-controlled tray compensator for pre-grouping and positioning of trays. OYSTAR A+F has deepened its successful business partnership with longstanding OYSTAR customer Milchhof Sterzing with this sale of new SetLine packaging systems. Milchhof, run as a cooperative, purchased its first system in this series back in 2007 and has been operating it the SetLine, as well as a high-performance OYSTAR Gasti cup filling & sealing system ever since. South Tyrol-based Milchhof markets its dairy products throughout Italy, where the company's annual sales in the yoghurt market of approx. A+F Automation + Fördertechnik GmbH is a globally operating company in the OYSTAR Group with a total workforce of 170 employees. ■

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## Nilma Presents Cook and Chill System

**Nilma SpA** has developed a new way of producing foodstuffs that first of all respect the principles of HACCP and that on top of that allow for an excellent taste and a beautiful presentation of the product. The system is completely automatic; once one has programmed the machine and have inserted salt, the cooking cycle allows the product to be cooked with a time and temperature control system while being mixed either continuously or with pause times. The intensity of the mixing system is also programmable. At the end of the cooking cycle the cooking basket automatically pours the product in the water cooler. During a few minutes the pasta for example is cooled down to the desired temperature and loses also the starch that has developed on its surface during the cooking cycle. The product that needs to be kept in a cold room, can after re-activation be consumed as a fresh product because it does not show any difference in taste and consistency in comparison to a freshly cooked product. On top of that the procedure offers all the advantages of traceability that only Nilma can offer. This system in first place is ideal for cooking and chilling all kinds of pasta, fresh, hand made, dry long



**Nilma's new system ideal for cooking and chilling all kinds of pasta**

as well as rice, and eventually also the blanching and cooling of vegetables, and also shellfish. ■

## NITROSWING® for the Food Industry

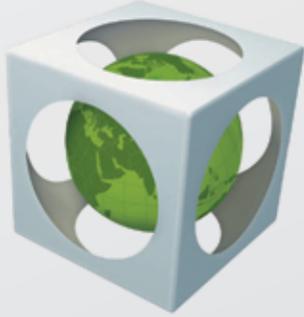
During the various production stages of food the use of gaseous nitrogen is becoming a very common practice. Nitrogen is a gas that is inert, odorless, it cannot be dissolved, it is non-toxic and it allows controlling



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# Omani Food Market Fuelled by the Hospitality Sector

**T**he major developments in the Omani tourism and hospitality sector are pushing forward the country's food market. Oman is emerging as one of the fastest growing markets for international suppliers to the foodservice industry, with its tourism and hospitality industry seen to grow significantly, owing to the growing number of billion-dollar hotel and resort development projects all over the country. Market studies estimate that the increasing number of tourist arrivals to Oman, which is estimated to reach 1.45 million by 2017, is a key factor contributing much to the Omani hospitality and tourism sector, and in turn, to the country's food market.

## Overview

The country is heavily reliant on imports as its major sources of food, which makes up 15 percent of the country's total imports. Food and livestock are among the items that Oman imports from the UAE, Japan, the UK and the US—the country's main source of imports. In addition, the increased purchasing power of the Omani population has resulted in the growth of the food market, according to market studies of **Omanexpo**, the organizer of Food and Hospitality Oman 2013. This has also resulted in the growth of hypermarkets in the last few years. Currently, regional and international chains have been entering the market, while Muscat-based chains have been expanding to other parts of the country. On the same level, the government's Five-Year Plan (2011-2015) focuses on intensifying tourism promotion programs and plans that include the construction of billion-dollar hotel properties, tourist resorts, hospitality schools, and developing the country's infrastructure. The plan's strategy calls for a 3 percent GDP contribution, which is double the 2010 figure. The completion of new hotels and resorts and Muscat International Airport are likely to contribute to the growth in tourism arrivals.

## Hospitality

The outlook for new resorts and hotels in Oman looks promising with over 3,000 hotel rooms due for completion by the end of 2014. A list of new projects has been released by Oman's Ministry of Tourism. A recent report by real estate specialist **Cluttons** on the hospitality industry in Oman, shows that revenues and occupancy for four- and five-star hotels increased significantly in 2012, driven by local tourism. Recently released government figures show that both revenues and occupancy for four and five-star hotels in the Sultanate improved last year with occupancy for five-star hotels increasing from 47.9 percent in 2011 to 54.5 percent in 2012, while four-star hotels showed an increase from 52.4 percent to 54.2 percent. The market is also



*"Oman's tourism and hospitality industry is seen to grow significantly"*

characterized by a notable number of new developments. Cluttons predicts that such projects are set to double the supply of three to five-star hotel rooms in the Muscat Governorate over the next five years. Data released by the hospitality consultancy **STR Global**, shows that average annual occupancy for higher-rated Muscat hotels also increased by 14.3 percent to 59.6 percent in 2012.

**Business Monitor International (BMI)** predicts that there will be a 38.7 percent increase in tourist arrivals to Oman, to 1.45 million, and a near doubling of tourism spending, to USD2.96 billion, by end-2017. The percentage distribution of travel and tourism to the Sultanate's GDP is expected to rise from 6.7 percent in 2009 to 9.9 percent by 2019, according to the **World Travel and Tourism Council**. ■

### Prepared by:

Rawand Fakhir  
Editor & Researcher

تدفع التطورات الكبيرة في قطاع السياحة والضيافة العمانية سوق المأكولات في البلاد. تبرز عُمان كإحدى أسرع الأسواق نمواً بالنسبة للموردين الدوليين في سوق الخدمات الغذائية، باعتبار أن قطاع السياحة والضيافة ينمو بشكل كبير، وذلك بسبب العدد المتزايد للمشاريع القيمة التي تهدف إلى تطوير الفنادق المنتجعات في جميع أنحاء البلاد. تشير دراسات السوق إلى أن العدد المتزايد للسياح القادمين إلى سلطنة عمان، والتي يقدر أن يصل عددهم إلى ١.٤٥ مليون بحلول العام ٢٠١٧، هو أحد العوامل الرئيسية التي تساهم كثيراً في نمو قطاع الضيافة والسياحة العمانية، وبالتالي، سوق المأكولات.



# Oman's Major New Development Openings

Oman expects to open several new hotels and complexes with more than 2,000 resort and hotel rooms to be added in 2013. Oman's Capital City Muscat will see the majority of growth with over 720 new rooms, with the rest spread evenly across the country. New hotel openings in 2013 include the Fraser Place Sohar which is currently on track to open later on in 2013 and the Azaiba Hotel, Muscat, an USD80 million 5 star project that is expected to be operational by mid-2013. The Sultanate's expanding hotel portfolio will soon include Four Seasons, Banyan Tree Hotels and Hotel Missoni in Muscat's Jebel Sifah project. **Omran** (the Sultanate's leading tourism-related development, hospitality management and investment company) has recently announced that it has passed the 60 percent construction mark of its 2,000 metre hilltop luxury project, the Alila Jabal Akhdar Resort, set to open its doors in December 2013 and the 110-room Khasab Hotel in Musandam is also set to open towards the end of 2013. These developments are in addition to boutique hotels that opened in 2012 including the 5 star Juweira Boutique Hotel, Salalah Beach, The View and Sahab Hotel in the Jebel Akhdar mountain range and the



Jebel Sifah boutique hotel near Muscat. Following the Sultanate's sustainable tourism model, Omran recently completed the installation and furnishing of ten eco-friendly luxury tents at Ras Al Jinz Turtle Reserve. The increase in accommodation availability also included the completion of an 800 meter walkway that enables visitors to move from the reserve's Scientific and Visitor Centre to the tents' picturesque location. ■



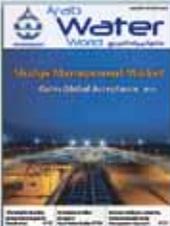
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# An Eye on Turkey's Hospitality Sector

**T**hroughout the turmoil of the Arab Spring, the Turkish tourism industry has benefited from the holidaymakers its neighbors lost. The Turkish tourism sector recorded an increase of 5 percentage point in 2011. In 2012, the country showed solid figures and attracted more than 31.5 million foreign tourists. Istanbul was perceived as one of the hottest touristic spots in the world and witnessed the highest increase in number of visitors in Europe last year. Nevertheless, if protests movement continues, the government must move quickly to deal with the unrest before it damages Turkey's image and new positioning as a sundrenched vacation destination bearing in mind that the tourism sector is extremely volatile to any perception of risk.

### Promising figures

In 2012, Turkey showed solid figures and attracted more than 31.5 million foreign tourists. Istanbul perceived as one of the hottest touristic spots in the world, saw the highest increase in number of visitors in Europe last year. The Turkish capital hosted around 10 million tourists in 2012 putting it sixth in the world in terms of inbound tourism coming after cities like Bangkok, London, Paris, Singapore and New York. The average spending per tourist in Istanbul is USD860, a decent volume generating around USD8.6 billion in total revenue. Turkish tourism sector recorded an increase of 5 percentage point in 2011, furthermore it ranked 4th in Europe and 11th in the world in terms of inbound tourism. Istanbul's top five feeder cities are all European, with London on top with 367,000 visitors whom spent around USD858 million of safe haven currency, followed by Paris, Amsterdam, Frankfurt and Munich. In 2012, Paris outbound to Istanbul totaled 365,000, followed by 284,000 from Munich, 308,000 from Amsterdam and 332,000 tourists coming from Frankfurt.

*"The Turkish capital hosted around 10 million tourists in 2012"*

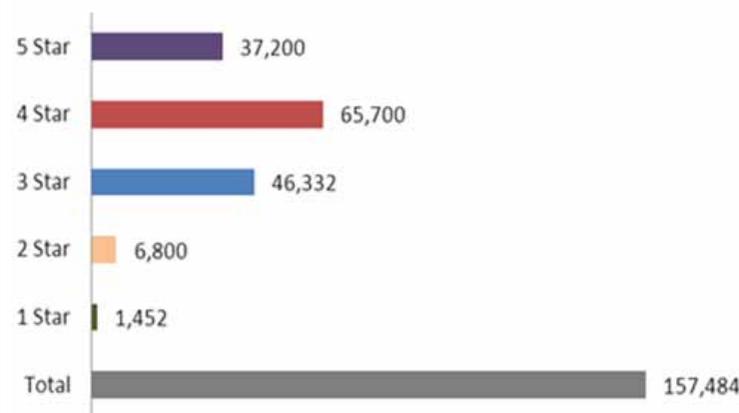


are available in Istanbul, from the hostel dormitories and mid-range hotels to the world-class luxury hotels. Although reasonable and competitive compared to the European standards, the rates are more expensive than in the rest of the country. Upper tier properties concentrate within the capital's modern districts like Beyoğlu, Şişli and Beşiktaş. 4-star hotels are generally located within the historical peninsula and the majority of hotels generally congregate in the vicinity of Sultanahmet and Hagia Sophia. Additionally, numerous hotels occupying historical buildings are situated in this district. Budget hotels are generally found in, both, modern and historical districts.

### Supply availability

The active tourism sector in Turkey and especially in Istanbul is supported by a dynamic supply chain of hospitality service providers from accommodation to food and beverage establishments. All accommodation tiers

Chart 1: Room Inventory



Compiled by PROTOCOL

### Investment outlook

In 2006, the total number of licensed hotels in Istanbul was 283 units while at the end of 2010, 766 properties were registered at the municipality of Istanbul with an increase of 270 percent in less than 7 years. In 2013 the total number of hotels in Istanbul of all tiers reached 834 properties: 75 of them being international chains distributed, 150 properties rated 5 star, 292 properties rated 4 star followed by 234 properties rated 3 star, 100 rated 2 star and 58 single star establishment. It is worthwhile noting that the Turkish market is dominated by 3 and 4 star hotels catering for the European consumer who's driven by value rather than opulence. Istanbul's room supply stands at 157,484 rooms skyrocketing from 46,652 in 2006 with a smashing increase of 340 percent. A major pool being the 4 star hotels with 65,700 room



followed by 3 stars hotels offering 46,332 room and 5 star establishments housing 37,200 room followed by 2 star and 1 star units with 6,800 and 1,452 respectively. Key performance metrics showed a double-digit decrease in occupancy ratio for Istanbul with 3.1 percent year on year (YOY) to 67 percent with 6 percentage points below the European average of 73 percent.

#### Seasonal activity

Istanbul experienced around 38.5 million room nights in 2012 with figures indicating that strong months for hotel accommodation are typically April, May and October when most international conferences take place.

Table 1: KPM (Key Performance Metrics)

KPM					
Occupancy Ratio	YOY	ADR	YOY	REVPAR	YOY
67%	3%	\$ 163.00	2%	\$ 110.00	7%

Compiled by PROTOCOL

*"In 2013 the total number of hotels in Istanbul of all tiers reached 834 properties"*

The trough is typically from November to February, primarily on account of the year-end holidays. From March to May, as well as late September to October, demand is characterized by the conference and exhibition business as well as commercial activities, which drive most of the city's occupancy. Furthermore, it is important to note that Ramadan is another factor influencing the city's seasonality patterns.

As Turkey and its capital in particular enjoyed a steady and bursting growth at all levels through the last decade, with an upcoming development pipeline of 29 international properties planned for Istanbul until the end of 2016, prospects for 2013 is still uncertain and a lot will be depending on the political situation. ■

#### Source:

Chadi Chidiac

Managing Partner

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استفاد قطاع السياحة التركية خلال اضطرابات الربيع العربي من المصطافين والسياح الذين فقدتهم البلدان المجاورة لتركيا. سجل قطاع السياحة التركي زيادة بنسبة ٥٪ في عام ٢٠١١. وفي عام ٢٠١٢ جذبت تركيا أكثر من ٣١.٥ مليون سائح أجنبي. اعتبرت اسطنبول إحدى أهم المواقع السياحية في العالم، وشهدت أعلى زيادة في عدد الزوار في أوروبا العام الماضي. ولكن على الرغم من ذلك، فإن النمو السياحي في البلد هو الآن رهن الأوضاع والتقلبات السياسية. في حال استمرار حركة الإحتجاجات، يتوجب على الحكومة التركية التحرك بسرعة للتعامل مع هذا الوضع قبل أن يسيء إلى صورة تركيا باعتبارها وجهة العطل الصيفية المشمسة. رغم النمو السياحي الذي شهدته في العام الماضي، يعد قطاع السياحة التركي متقلب للغاية وغير مستقر.

## Mühlenchemie Strengthens its Position

Turkey is one of the most dynamic and complex markets in the world. In order to meet the increasing demands of local bakeries producing bread and pastry goods, **Mühlenchemie** and its long-standing distribution partner **ABP** are intensifying their cooperation. With the opening of a production plant of its own for flour improvers and flour fortification premixes in the Turkish town of Izmir, the joint venture intends to meet the challenges facing flour improvement in Turkey and its neighboring regions. The two firms have now established the joint venture **ABP Mühlenchemie Gıda Sanayi ve Ticaret Anonim** as a partnership on a basis of equality. In this context the new company has set up a research and production facility of its own in order to be in a better position to meet the needs of the region's milling industry. "Thanks to the new production plant and our joint venture with ABP we are now able to serve the dynamic Turkish market for agricultural products and food more systematically and flexibly", says Mühlenchemie's Managing Director **Lennart Kutschinski**, explaining the background. "A knowledge of local conditions and good relations with our customers, including thorough advice, are essential for our business if we are to offer additional value with individual system solutions. In ABP and



**Mühlenchemie and ABP, intensifying their cooperation with the opening of a production plant**

Mühlenchemie, two excellent partners have intensified their cooperation to ensure a successful future", Kutschinski continues. ■

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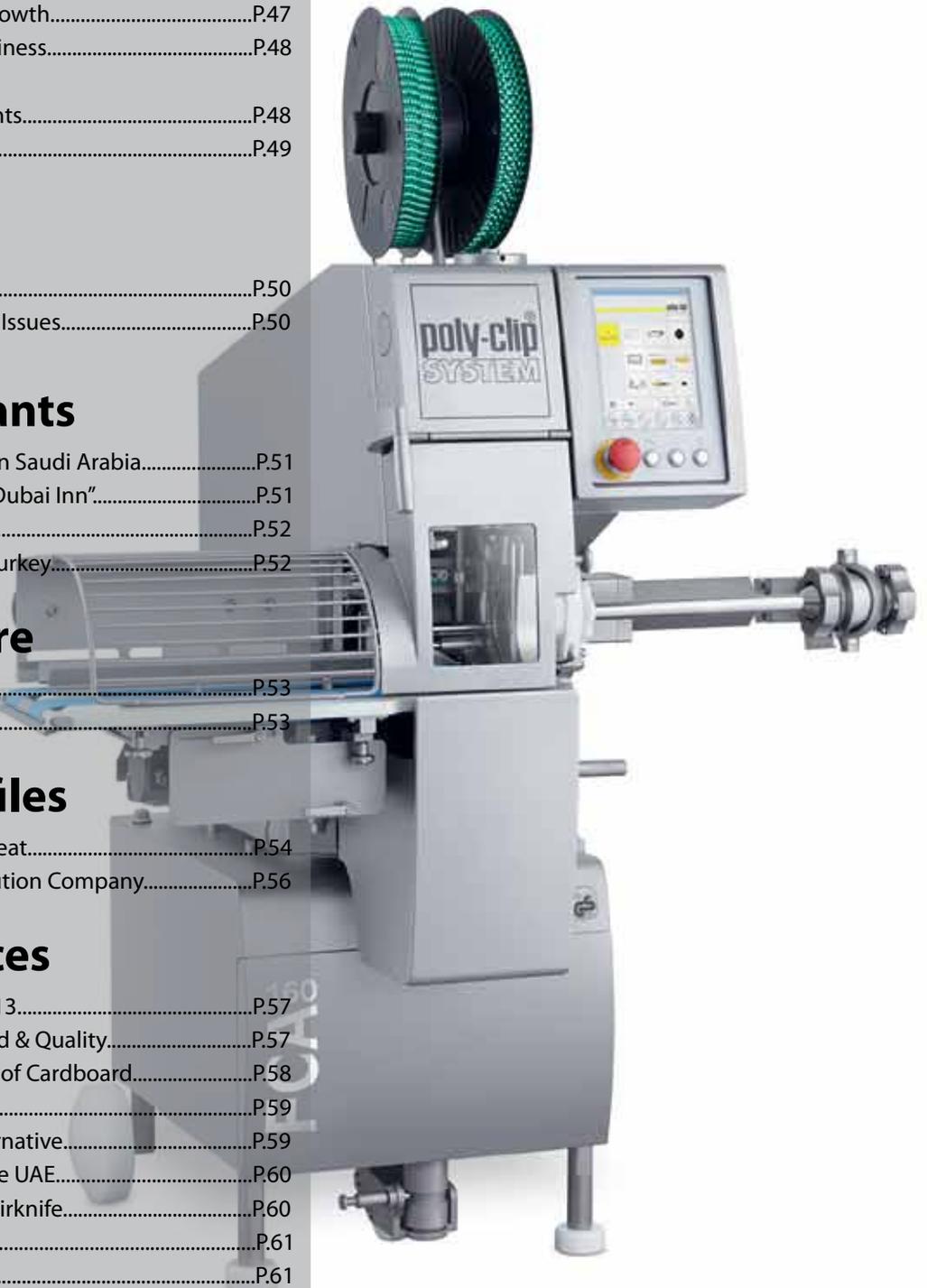
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## Enrico Gribaudo Joins SIPA's Board of Directors

*Gianfranco Zoppas*, Chairman of **SIPA group**, has announced that *Enrico Gribaudo* has been appointed member of SIPA's board of directors. Making the announcement, Zoppas remarked on his trust on company management and his satisfaction for continuous progress of the company, which is now a recognized technological leader for PET packaging for beverage, food and household products from pellet to pallet. SIPA is showing progress in several sectors, most notably in PET preform solutions with all-time records in market share. In September 2011, SIPA drew up a new "road map" for growth and success, which it calls "Shape our Future." The company is now approaching the first half of the four-year journey detailed in the road map, which has already led to the introduction of several innovative new products, the expansion of local branches, as well as improvements in service activities with the launch of its Life Cycle Service and improvement in spare part logistics. "With Enrico Gribaudo at its helm, SIPA has engaged in its growth projects with great success," says Zoppas. "We are fully satisfied with his work in



**Enrico Gribaudo**  
appointed  
member of SIPA's  
board of directors

introducing excellent product innovations into the SIPA line-up, as well as in steering the company exactly in the right strategic direction. His entry into the Board of Directors of the group will provide a greater managerial approach, which will lead us to being able to offer customer solutions that are even more qualified, efficient, and customized than before, in the very competitive market for equipment for the production of plastic containers."

With 20 years of experience in plastic container manufacturing and filling, SIPA has gathered an extensive expertise in all available bottle manufacturing and filling technologies. The company has developed a unique, diversified and competitive range of bottle manufacturing platforms: linear and rotary blow-molders, injection machines, integrated machines, complete filling lines, tooling for non-SIPA platforms. With such a wide range of technical solutions, SIPA is capable to propose the manufacturing scenario that better fits the Customer's requirements, taking into account factors such as bottle cost, energy savings and flexibility demand. ■

## Hydrosol Continues its Systematic Growth

With sales of nearly USD522 million, the **Stern-Wywiol Gruppe** based in Hamburg again achieved a two-digit percentage growth rate. Much of this success is due to **Hydrosol's** contribution to the group of companies.



**Hydrosol's Technology Centre**

The specialist in stabilising systems is continuing the steady expansion strategy it has pursued over the past years. One reason for Hydrosol's continued growth, in addition to its individual, customized solutions, is a very special recipe for success. The "ingredients" of this recipe are fast and flexible responses to customers' wishes, ground-breaking new products, extensive applications research with the latest equipment and an international network of 15 affiliates and numerous qualified representatives and agents in the key markets. The sales staff and the applications research team work hand in hand: cooperation that was reflected at Hydrosol's second International Representatives' Meeting in May. The two-day event was attended by some 60 specialized Hydrosol agents from over 30 countries. The objective was to enable an exchange of information and opinions between the partners on new developments and interesting projects. The applications researchers gave information on new stabilising systems for dairy products, deli foods, ready meals, and fish, meat and sausage products. One of the main topics was the increasing international demand for "clean label" products. For several years, Hydrosol has been developing label-friendly alternatives and products without E numbers to serve this sector. ■

## FLI: the Food Safety Consultancy Business

**FoodLife International Ltd** ([www.foodlifeint.com](http://www.foodlifeint.com)) was established in 2009 as a food safety consultancy business. Its main offices are located at the **Middle East Technical University (METU)** in Ankara (Turkey) which provides an innovative and strong academic working environment, and in York (UK). With strong backgrounds in chemical analysis and good understanding of the complex regulations governing food safety, the company's scientists are involved in a number of projects in Turkey, UK, Germany, USA, China, Italy, Serbia and Jamaica for both the private sector and the EU. FLI provides customised services in food safety ranging from establishing new food testing laboratory facilities, training laboratory staff and providing strategic support through to development and validation of specialised testing. A good example of recent work involved developing and validating PCR methods for verification of Halal foods, for which surveys of gelatine and meat products were conducted in Turkey. The food safety consultancy company is unique in having both experience at a high strategic Governmental level in food safety, as well as having hands-on practical skills in tackling problems in trace analysis of

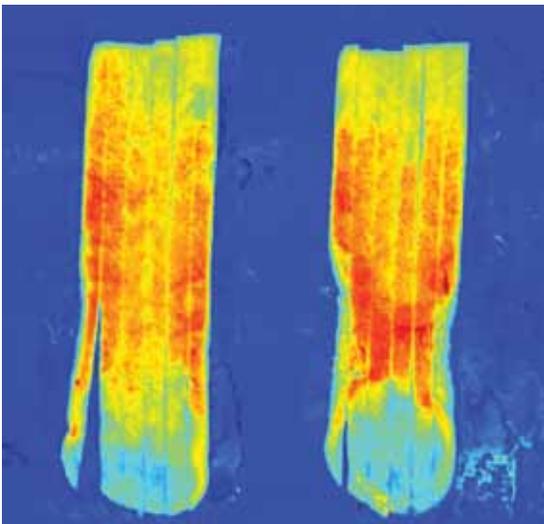


FLI provides customised services in food safety

foods. Scientists at FLI are very happy to discuss food safety problems and can offer advice and services to meet the needs of the Middle East market. ■

## Key Technology Signs Licensing and Distribution Agreements

**Key Technology** announces that it has signed an exclusive licensing agreement with **EVK DI Kerschhagl GmbH** and **Insort GmbH** to deploy Chemical Imaging Technology (CIT<sup>®</sup>), an advanced value-added hyperspectral solution further enhancing potato sorting capabilities. CIT utilizes unique software and algorithms



CIT<sup>®</sup>, a Hyperspectral Sensor-Based System, for Potato Processors

that process the information from the hyperspectral sensors to evaluate the chemical composition of the potato to determine the presence of sugar ends, dry matter, and percent of solids. "These agreements further strengthen Key's leadership position in the potato industry and allow us to continue providing our customers with the most innovative, value-add systems to improve their yield and product quality," said *Jack Ehren*, President and CEO of Key Technology. "Partnering with EVK and Insort and the integration of CIT into Key products will enable Key to enhance existing technologies and create new differentiated sorting capabilities for potato processing applications." Chemical Imaging shows tremendous potential to solve a variety of outstanding product quality and processing challenges. It can detect invisible defects such as sugar ends prior to frying, an issue that plagues many potato processors. It can also help potato processors maximize total solids utilization (TSU) by analyzing the chemical composition of incoming potatoes to optimize blanching and frying. For a wide range of applications, the technology is highly effective in detecting foreign material because it is so precise in identifying the chemical composition of good product. ■

## Froste ... Like No Other

**Froste's** determination gets bigger: new products have been manufactured, sealed with "Made in Lebanon". The company is proud of introducing Froste's new hommos tahina, foul medammas, tomato paste, mayonnaise and last but not least juices with natural flavors of orange, pineapple, orange-carrots, citrus mix, cocktail, pomegranate, apple, etc... All made in Lebanon emerging from the importance and effectiveness of Lebanese food products and their industries. This undoubtedly contributes to enriching Froste's family. However, Froste is about to witness the big booming in the Egyptian market. Marketing plans, studies, researches are all set and ready. **Saour Group** knows that the competition is hectic, but the company is quite sure that Froste is competent and its qualified team will achieve success in this promising FMCG Market. Kuwaiti Market is also promising for Froste. Contracts have been signed and Froste's products are ready to invade the shelves. The ambition is unlimited and company's determination gets bigger and bigger to make Froste the number one in Middle East's markets, as a considerable step to hit the international Markets. ■



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## Wild Unveils its New Global Website

**WILD Flavors GmbH (WILD)** is pleased to announce the release of its new website, designed with a fresh new look and user-friendly navigation, updated with the latest information about its products and services. The new innovative site will offer more functionality and easier navigation with more in-depth information regionally and globally. The website is an extension of the owner, *Hans-Peter Wild*, who has followed a mission for over 80 years: to give its customers and new prospects access to the information they need most, in the way they expect to find it. The new website is now also accessible on the new technologies utilized by users including computers, tablets, mobile phones, etc. WILD's new website is easier to scan, read and navigate, enabling visitors to find what they need quickly. Just as importantly, its key messages and value propositions are evident and clear. The company is confident that its new web presence will improve WILD's visibility and reputation as the global leader in the development of great taste, innovation, and worldwide capabilities. WILD Flavors GmbH is headquartered in Zug, Switzerland, and is a major supplier of natural ingredients to the food and beverage industry. Fourteen further



production sites are located in Europe, USA, Canada, China, Japan, India and Dubai. The WILD Flavors product portfolio includes full flavor and ingredient solutions, known as flavor systems, fruit juice concentrates and blends as well as further food and beverage ingredients such as natural flavors and extracts, mint oils and flavors, colors from natural sources, sweetening systems, seasonings, specialty ingredients, taste modifiers, and fermentation technologies. ■

## Easy Closing: Payne Seeks to Resolve Issues

**Payne** is launching a Facebook campaign to find out what people think about reclosable packs. Research has suggested that a third of consumers would pay more for the convenience of being able to reseal cer-

tain types of packs and Payne is keen to understand some of the driving forces behind purchasing decisions. "As packaging professionals, we recognize the benefits of reclosability in terms of portion control, product protection and reduced waste," says Payne Managing Director *Martin Dallas*. "However, consumers can sometimes surprise us with the reasons for the choices they make and we want to get to the heart of what they consider to be good packaging and why. "For example, if you buy a larger bag of confectionery, is the ability to reseal it and save it for later a key reason for choosing the pack? How many people take advantage of this feature, and how many eat the entire contents in one go? "On a more serious note, what types of products would consumers like to see in packs that are easier to reseal? Is being able to buy in larger sizes and save the contents important? Is this a more convenient way to shop?" Feedback is being requested through Payne's Packaging Resolved Facebook page, where the company seeks to engage with consumers to promote the many benefits of good packaging and identify areas where there is room for further improvement. ■



**Payne launches Facebook campaign**

## Starwood Hotels & Resorts Expands in Saudi Arabia

**Starwood Hotels & Resorts Worldwide, Inc.** has signed an agreement with **Al Jazeera Al Oula Real Estate Co.**, an entity managed by Kuwait's leading financial institution, **First Investment Company**, to debut the company's Le Méridien brand in Riyadh. Set to open in 2016, Le Méridien Riyadh will be the first to open in Saudi Arabia since the brand was acquired by Starwood in 2005. With this signing, Starwood continues its aggressive growth throughout Saudi Arabia where it currently operates 10 hotels, with another nine under development, and is the second largest market for the company in the Middle East behind the UAE. "We are delighted to work with Al Jazeera Al Oula Real Estate Co. as we debut our Le Méridien brand in Riyadh," said *Michael Wale*, President, Starwood Hotels & Resorts, Europe, Africa and Middle East. "Over the past seven years, Starwood has made significant investments in developing Le Méridien as a contemporary lifestyle brand focused on bringing destinations to life through cuisine, the



arts and local culture. We believe Le Méridien Riyadh will offer a compelling experience in the capital, which has become a leading business destination in the Middle East." "We are excited to work with Starwood to bring its Le Méridien brand into Riyadh," said *Tariq Al Adsani*, Deputy CEO of First Investment Company and Manager of Al Jazeera Al Oula Real Estate Co. "We believe a world-class brand like Le Méridien with its unique and contemporary approach will make the hotel a popular destination for both business travelers and the local community." Later this year, the company will open two hotels in Medina – the Sheraton Medina Hotel and Four Points by Sheraton Medina Hotel. ■

## Emaar and Meraas Holding Launch "Dubai Inn"

**Emaar Properties PJSC**, the property developer, and **Meraas Holding**, the Dubai-based develop-



'Dubai Inn' a new affordable hotel brand

ment company, have launched a new hotel brand, 'Dubai Inn' focused on the affordable segment. The hotels will be located in several locations around the city, further supporting the Dubai Tourism Vision 2020 announced by *Sheikh Mohammed Bin Rashid Al Maktoum*, UAE Vice President and Prime Minister and Ruler of Dubai. Announcing the new hotel development strategy, *Mohamed Alabbar*, Chairman of Emaar Properties, said that the new hotels would be stylishly designed by Emaar to create a new hotel experience that will be highlighted by affordable elegance. "One of the key drivers to achieving the Dubai Tourism Vision 2020, to double the number of annual tourists to 20 million by the turn of the decade, is to offer a wider choice of affordable hotels that appeal to the new generation of travellers," he said. *Abdulla Al Habba*, Group Chairman of Meraas Holding, said: "Dubai is focused on further strengthening its tourism sector, a key contributor to our economy. Under the guidance of His Highness Sheikh Mohammed, as the city embarks on its ambitious tourism growth strategy, it is important to boost the hospitality sector with more affordable hotels to attract even larger numbers of tourists. We will develop affordable hotels with Emaar, under the new brand, to catalyse the city's hospitality sector." ■

## Dream Cones Opens in Saudi Arabia

**Dream Cones Thailand**, an international gelato franchisor, will be opening its first full-size DreamMaxx 32 s.m. gelato and light food kiosk in the Kadi Mall, Jazen, Saudi Arabia in August. This small, prefabricated kiosk packs a lot into a small space and provides the customer with the entertaining views of ice cream, waffles and crepes being made before their eyes. Gelato and ice cream specialties will be made on site including a complete line of sugar-free desserts that taste and cost the same as regular. A 12-item menu of upscale light food will be sold, including Mexican burritos and chili con carne, cheese chili nachos plus Italian dishes including lasagna, spaghetti, salads and sub sandwiches. The cooked foods will be unit packed off site, to be reheated in the kiosk, which also sports a swank espresso bar, juice bar, plus the Belgium dessert waffles and crepes. Dream Cones has been in business for 12 years with franchise operations in Thailand, Viet Nam, Mauritius, Brunei & Malaysia. They sell a complete line of Thai and Italian halal ice cream ingredients plus equipment. They provide training and support for the new ice cream entrepreneur. The kiosk is manufactured by them in Bangkok and shipped with



**Dream Cones Thailand, the international gelato franchisor**

equipment, ingredients and machinery to Saudi for a cost of less than USD160,000USD. This includes European ice cream machinery and display cases as well as all the counters and furnishings. ■

## Second Upscale Wyndham Hotel in Turkey

**Wyndham Hotel Group**, the world's largest hotel company with approximately 7,380 hotels and part of **Wyndham Worldwide Corporation**, announced the



**Wyndham Istanbul Petek exterior**

opening of the newly constructed, 307-room Wyndham Istanbul Petek, the second upscale Wyndham Hotels and Resorts® property to open in Turkey in just six months. "We are thrilled to welcome yet another stunning Wyndham Hotels and Resorts property in Turkey, a country that is integral to our growth strategy in the region," said *Rui Barros*, Wyndham Hotel Group's senior vice president and managing director for Europe, Middle East and Africa. "The popularity of the recently opened Wyndham Istanbul Kalamis Marina has proven there is strong demand for the Wyndham® brand in the country. We look forward to working with our partners on opportunities to add more quality hotels here in the years ahead." Located less than 10 kilometers from Istanbul's Atatürk International Airport, accommodation at the five-star, 21-storey Wyndham Istanbul Petek includes 241 guest rooms and 27 suites, as well as 39 apartments designed for extended stays. The hotel also features extensive meeting space, including a 586-square-metre ballroom and 14 meeting rooms totaling over 1,970 square meters, as well as a large fitness suite and 500 parking spaces. Dining options at the hotel range from a lobby bar to all-day dining and specialty restaurants, with the added convenience of 24-hour room service. ■

## Naturex's Answers to Palm Oil Issue

Deforestation fueled by the demand for palm oil has raised concerns in consumers' minds. **Naturex** positions itself to offer manufacturers sustainable options when it comes to reformulating products containing palm oil. The natural manufacturer is committed to providing ingredients that are not associated with deforestation. Faced with a complex issue with numerous technical challenges, Naturex realized the need for a multi-faceted approach. The group has sought out a balanced solution built on two of its core strengths: technical skills and supply chain expertise. "Naturex's R&D team has successfully replaced the palm-derived ingredients with non-palm source materials wherever possible," says *Amandine De Santi*, business manager. For example, since 2012, glycerin derived from palm has been replaced by a new source of rapeseed-derived glycerin in all color formulations. "Regarding ingredients for which non-palm based alternatives are not yet commercially available, we have launched a global initiative that relies on our sourcing, quality, and R&D capabilities," explains De Santi. In addition to the wild-harvest of many of its signature ingredients, Naturex has decided to participate in the Green Palm program, which is fully in line with its environmentally



responsible practices. In response to the demand by manufacturers for ingredients that are entirely palm-free, Naturex has also developed a large range of natural, palm-free colors. This range is a good compromise between current technical feasibility and consumer expectations for palm-free products. The company offers a tailored formulation service in order to find the best possible palm-free color alternative for each customer's specific products and requirements. Headquartered in France, Naturex employs 1,300 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. The group also has several sales offices worldwide. ■

## Baking with Quinoa Flour

The quinoa plant has a high nutritive value and is also especially hardy. It is therefore regarded as the food of the future in many regions. Three new bak-



Quinoa, regarded as the food of the future in many regions

ing premixes, TopBake Quinoa Bread, TopSweet Quinoa Poundcake and TopSweet Quinoa CupCake from **DeutscheBack GmbH & Co. KG**, now extend the range of quinoa products by adding it to bread and flour confectionery. If ten per cent of flour used is quinoa, the result is the same as baking with wheat flour only. Bakeries and the baking industry can thus extend their portfolio of products to include nutritious quinoa goods. Quinoa has been cultivated for thousands of years. Its robustness and unusually high nutritive value makes it a beacon of hope in the battle against undernourishment, because it is the only food crop that contains in its protein all the essential amino acids humans need. In view of growing demand and its increasing significance as a source of food for the global population, the applications technicians at DeutscheBack have taken the UN's naming of 2013 as International Year of Quinoa as incentive to search for ways in which this valuable food crop can be used in baking. In close collaboration with two sister companies, **Mühlchemie** and **SternEnzym**, they have now developed three products which make it possible, for the first time, to produce bread and flour confectionery goods using ten percent quinoa flour, with no unwanted effects in terms of volume or crumb texture. ■

# MLA: MENA's Key Supplier of Halal Meat

**T**his year, like previous years, **Meat & Livestock Australia (MLA)** was a loyal participant to Horeca, the international trade show for the hospitality and food service industry. On that occasion, MEF was able to conduct an interview with Jamie Ferguson, MLA's regional manager for the MENA region.

**Q. Who is MLA? How are you positioned in the MENA region?**

**Jamie Ferguson:** MLA is a producer-owned company that provides marketing and research and development services for the Australian cattle, sheep and goat industries. MLA in the Middle East North African region works with retailers, foodservice operators, importers, manufacturers and Australian Exporters to maintain and increase the demand for Australian halal red meat and livestock to the region. The Australian meat and livestock industry is proud to be a key supplier of safe, nutritious, delicious halal certified meat to the MENA region and assisting in ensuring food security of the region.

**Q. In your opinion, which countries drive the demand of Australian red meat exports?**

**Ferguson:** Developed markets, such as the GCC countries, Lebanon and Jordan, are the fastest growing when talking about high quality Australian beef and lamb demand. Australian meat has been shipped in record volumes to the region in 2013 for beef, veal, lamb and mutton - in total over 160,000 metric tons were shipped in the past 12 months, a record year and a result of the market demanding more high quality product at every chance.

**Q. How closely do you work with governments' officials to ensure food safety standards?**

**Ferguson:** We work very closely with importing country government departments when required. Additionally, Australia's Halal production system is fully audited by the Australian government, the **Australian Islamic organizations** and importing countries governments. We also have regular interaction with MENA market governments with a particular focus on food safety, product handling and sharing technologies and best practice.

**Q. How is the rapid expansion of international retailers changing the traditional retail landscape and creating opportunities for Australian red meat products?**

**Ferguson:** Consumers want choice. The successful retail chains in the region recognize this fact and for that reason it is not unusual to see Australian grain



Jamie Ferguson, MLA's regional manager, MENA region

fed Wagyu beef or Australian certified grass fed organic beef on a retail shelf today. This is a sure sign that the consumers or customers are demanding choice and are willing to pay a premium for these niche items.

**Q. How does MLA promote Australia's Halal Program in the Middle East?**

**Ferguson:** Australia has one of the strictest Halal systems in the world. Approved Islamic organizations Muslim slaughter men perform the Halal slaughtering at the export accredited slaughterhouses. All Halal red meat consignments have to be signed off by both the Australian government and the approved Islamic organizations representative. We promote our Halal integrity through advertising, promotion and PR campaigns - all in the interests of

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the consumer. HALAL integrity along with food safety is Australia's number one concern in the region.

**Q: Which meat category is most demanded by Middle Eastern's consumers?**

**Ferguson:** In foodservice and retail we are seeing phenomenal growth in grain fed beef and vacuum packed chilled lamb. The grain fed beef growth is due to the consistent tenderness, marbling (Intra-muscular fat) and flavor that Australian grain fed beef delivers – this tells us that consumers are finding the confidence to buy the best as they have the confidence to cook this product at home on BBQ or at their favorite restaurant. Australian lamb is experiencing the greatest growth though in the region. We export vacuum packaged lamb 12 months of the year which is sealed for freshness and packed to our importers specification.

**Q: How did the development of technology contributed to the expansion of chilled meat products?**

**Ferguson:** Australia developed the vacuum packag-

ing technology in the 1970's – this has allowed Australia to be the leading supplier of chilled meat globally since that time. The advantage of chilled is that meat will actually improve in tenderness under vacuum packed conditions. This is due to the removal of the oxygen from the plastic pouch, then sealing the package. When the oxygen is removed it is very difficult for the bacteria to grow but what happens is the natural enzymes begin to break down the fibers of the meat which improves the tenderness. This process only works when the cold chain is maintained (less than 5 degrees C) and the production process is in the most sterile possible environment, both of which Australian companies do very well.

**Q: As a participant in Horeca, how can this event help in exposing the company in the MENA region?**

**Ferguson:** It is a great chance for our importers and exporters to communicate with the end customers and consumers about their requirements, feedback and generally just to catch up. Many of these relationships date back years and years so these times are enjoyed by all as a chance to simply say a big hello! ■

## Gulfwest: The Premium Food Distribution Company

**Gulfwest** is the premium food distribution company in the Kingdom of Saudi Arabia. It serves both foodservice and retail business segments and operates four distribution centers in Jeddah, Riyadh, Dammam and Madinah. Its brands show its commitment to quality. Its manufacturing partners are strategically located in various parts of the world including North & South America, Europe, Australia and Asia. The company prides itself as the "Center of the Plate Protein Specialists". It operates its own HACCP certified



**Elaf Bakkah Hotel to open before Ramadan**

processing facility cutting Black Angus steaks, grinding premium Angus burger and portioning select tender chicken filets. Gulfwest is a full line distributor supplying chilled, frozen, and dry food products. The company's products are being served in the finest dining establishments. Customers include white table cloth restaurants, 5-Star hotels, fast food, casual dining and caterers to name a few. Its retail business segment includes specialized retail managers in each branch that focus strictly on super and hyper markets where it offers gourmet cheeses, charcuterie processed meats, smoked salmon and a very appealing assortment of dry retail goods. In this highly competitive business environment, the food distributor subscribes to a philosophy of transparency, accountability, integrity, excellence and innovation in all its business transactions. It has furthermore worked closely with many international food chains for their supply management and is recognized as a trusted reliable source. Gulfwest runs its business with determination and customer commitment and believes in innovating and introducing new products as well as offering solutions instead of just product. The company will be opening a new distribution center in its corporate headquarters in late 2014. ■

## Netstal Demonstrates at Drinktec 2013

At the drinktec, **Netstal** will demonstrate the manufacture of a 0.5 l lightweight preform on the PET-LINE 2400. The Swiss-based company **Otto Hofstetter** is collaborating as a partner for the mold. The molded part is produced in a total cycle time of just 5.4 seconds using a 72-cavity mold. The Italian-based company **Piovan** is responsible for the material processing and the air dryer. Devices from the Swiss company ef-cooling will take care of the cooling. "We are currently experiencing increasing customer demand for high-quality beverage bottles and caps. Customers are increasingly appreciating the fact that we are able to develop the right system solution with the right system for specific applications. Thanks to our high level of expertise and power of innovation, we can guarantee maximum cost effectiveness and the most efficient production for our customers," explains *Markus DalPian*, Head of Business Unit PET. With the new PET-LINE 2400 as well as the new PET-LINE 4000, Netstal is responding to the global trends for continuous improvement of production and energy efficiency. Great emphasis is also placed on material, and hence, cost savings. Hydromechanically driven axes with state-of-



the-art valve and control technology as well as a further increase in throughput performance of the injection unit make it possible for the company to reduce cycle times again, hence massively increasing output capacity. Thanks to the use of the innovative "Eco Powerunit" drive technology and the possibility of recovery in the intermediate circuit, energy savings of up to 10 percent can be realized at the same time. ■

## KWT's Flow Meter Fillers Shows Speed & Quality

In 2011 **KWT** has launched a new filler, enhanced by the Flow Meter technology; its performance shows



dramatic improvement in speed and quality. KWT Flow Meter fillers feature the same excellent construction as all of the other company's fillers, with easy to use controls, quick change-over features, and secure safety guarding. Furthermore pumps are not to wash out and each container is filled to the required volume. Some of the machine's features include the following: its main construction is made in 304 stainless steel; it is highly hygienic and is easy to clean; it has an ability to fill a wide range of container sizes; its servo motor is equipped with a slide to control the filling station up and down movement. Furthermore, one can select the dosing volumes and recipes from the touch screen. Its fully automatic container handling system includes "No Bottle / No Fill". It has a minimum down time between liquid and container change-over and its control cabinet is integrated in a machine housing saving space. Finally it has limited adjustment when changing to different products.

KWT Machine Systems was found by a professional and technical team with fourteen years experience in the packaging field. In the past years, the company has extended business to become a supplier of complete packaging line including liquid filling lines and turn key projects. ■

# SIG Combibloc Presents Bottle Made of Cardboard



The combidome filling machine

With “combidome”, **SIG Combibloc Obeikan** now presents the bottle made of cardboard. An innovation in packaging, which combines the best features of a carton pack with the best features of a bottle. combidome looks like a bottle, and thanks to its shape, stability and smooth pouring action, it is also just as easy to handle. And in addition, it offers all the proven and unrivalled benefits of a carton pack in terms of product protection, environmental and economic considerations. The entire carton pack, from the base to the dome that gives it its distinctive bottle shape and its name is manufactured from a paperboard composite. The slim, sturdy combidome carton sits very comfortably in the hand. The carton pack consists of two sections: a carton body, which is composed from the base to the dome of paperboard composite, and the screw cap domeTwist. Inside the combidome filling machine, the two components are assembled into the finished carton pack, aseptically filled and securely sealed. The handy single-action domeTwist screw cap is positioned in the center of the package's top, and is easy to open. At 28 mm, the inner diameter of the closure is particularly large, ensuring smooth pouring and enabling consumers to drink conveniently straight from the carton pack.

## Just upside down: the filling process

The combidome filling machine, capable of filling 12,000 carton packs per hour, is based on the dependable, robust filling machine technology from SIG Combibloc, which proves its worth a billion times over, year after year. And with combidome, a carton

pack has appeared on the market that really sets itself apart from all other beverage packaging solutions. First, the domeTwist closures are transferred via an air conveyor into the four-track mandrel wheel area of the filling machine, and each one is placed on a separate mandrel. The new bottle's carton sleeves, each already sealed along the longitudinal seam, are transferred from the magazine to the mandrel wheel. One sleeve is placed on each mandrel. Next, the top edge of the carton sleeve is activated by hot air and then firmly welded to the base plate of the closure, which has also been pre-heated. In the next step, the flaps of the dome are sealed to the carton, which is now open only at what will later form the base of the carton pack. The carton packs leave the mandrel wheel area upside down and move into the filling machine's aseptic zone. There the beverages, which have already been sterilized in UHT units, are filled into the open, sterilized carton packs in four stages. In this step, the filling nozzles are angled diagonally into the corners of the carton packs. This keeps foaming of the beverage to a minimum, creating a very low-oxygen filling process, which is beneficial for product quality. The carton base is then ultrasonically sealed. The carton pack is now firmly sealed, and the product is securely protected. In the next step, the flaps are pre-heated by hot air and sealed to the base. The carton packs are then turned the right way up and ejected from the filling machine. Downstream, the aseptically filled combidome carton packs are given the secondary packaging requested by the customer. ■

## Biocatalysts Launches Microbial Alternative

Welsh enzyme specialists, **Biocatalysts Ltd**, announce the launch of their new enzyme Promod™ 950L. This non-genetically modified microbial protease preparation is a suitable alternative to papain and due to its microbial origin it is both Kosher and Halal. Papain is derived from the tropical plant Carica Papaya and is widely used for meat tenderisation, flavour production, yeast hydrolysis and much more. Its seasonal crop variant plant origin means that its quality, price and supply may not always be constant. This can be overcome by using a microbial alternative such as Promod™ 950L which isn't dependant on the production of seasonal fruit. Comparative to papain, the new product is an enzyme preparation with broad substrate specificity. It is particularly suitable for hydrolysis of baker's and brewer's yeast to increase protein solubility and yields during the manufacture of yeast extracts. Papain, which is also used to manufacture yeast extracts, contains sulphites which are required to stabilise its activity. Sulphite is an allergen and needs to be declared on all food or drink labels if it is present over 10ppm in the final product. This is where Promod™ 950L differs, it doesn't require sulphites to stabilise its activity and can therefore be used to man-



**Promod™ 950L, a suitable alternative to papain**

ufacture yeast extracts with low sulphite content. The company exhibited at the IFT show held in Chicago to discuss how Promod™ 950L can work. ■

## Clipping in a New Class of Efficiency

High-speed clipping of the FCA 160 is increased still further by the new PC100 control, which permits faster signal processing. Moreover, two further new devel-



**High-speed clipping of the FCA 160 is increased by the new PC100 control**

opments from **Poly-clip System** ensure that clipping is possible in a new class of efficiency: the new Automatic Brake System and the new "SAFETY TOUCH". The improved FCA 160 now closes plastic, fibrous and collagen casings with calibres ranging from 38 to 160 mm at a production speed of up to 160 cycles per minutes even more securely and reliably. In combination with a high degree of automation it sets the worldwide standard in productivity. Production versatility at high speeds is only one of its strengths. The economy of this high-tech clipping machine sets standards. The new PC100 control especially contributes to this. Via the USB interface according to WS-Food Standard, updates of the machine software are possible without any problem, and even remote maintenance is available upon request. The control processes signals much faster and is more unambiguous, resulting in improved troubleshooting. A "shutdown" only takes 8 seconds including data back-up. The new control of the FCA 160 is accompanied by a new operating panel, the "SAFETY TOUCH". The robust production environment is taken into account because the new surface is scratch-resistant, knife-safe, water-tight and complies with the foodstuff hygiene requirements. ■

## Newby Teas Welcomes Summer in the UAE

**Newby Teas of London** has launched two new variants in the Middle East complementing the summer season. These are Rooibos Orange and Ginseng Oolong. Beginning with a range of 12 products, Newby Teas have developed into a global force with over 200 variants of fine Teas and Tisanes and a presence in over a dozen countries. The company offers its customer a wide range of black, green and herbal teas, it is using only the best tea leaves from the prime harvest season alone. Newby Tea bags are individually packed in aluminum foil and packed at the source to preserve the freshness and character of the tea. The Rooibos shrub is native to the Cedarburg mountain area, north of Cape Town, South Africa. Processed in the same way as tea, the fine needle-like rooibos leaves turn from green to coppery red, which gives it its name 'Rooibos' or 'Red Bush' in Dutch. Rooibos is naturally caffeine-free and low in Tanin. Newby Rooibos Orange is a caffeine free herbal infusion that combines the uniquely zesty aroma of oranges with a slightly nutty flavor of Rooibos to create a smooth warming drink with a lingering aftertaste to be enjoyed at any time of the day. Both Ginseng and Tea has



**Newby's rooibos orange tea bags**

been used for medicinal purposes in Chinese culture for thousands of years. ■

## Spiral Dryer Using Blower-Powered Airknife

A Spiral Drum Dryer suitable for food/ingredients has been introduced by **Air Control Industries**. It is designed for in-line, continuous drying processes with



**ACI's spiral drum dryer**

drying achieved via a blower-powered airknife. The company's spiral drum dryer comprises a horizontally-mounted, single-helix, rotating drum constructed from perforated stainless steel sheet. Feed product can be delivered via a simple chute, hopper or vibrating plate system. Product passes directly through the drum via the helix and is dried effectively and efficiently by a high-velocity 'blade' of air from the blower powered airknife, which is located in the centre of the drum and spans the full length of it. The height and pitch of the airknife can be adjusted to suit product and throughput speed. The blower supplying air to the airknife in the Spiral Dryer is ACI's Direct Drive Multi-Stage blower. Direct mounting of the impellers and low motor speeds deliver high-pressure performance with minimal noise levels. Additionally, the modular construction of the Multi-Stage offers a wide choice of performance characteristics and power supply options. The entire unit is manufactured in 304 stainless steel and the drum can be removed for easy cleaning or maintenance. The helix can be customised according to customer requirements and the blower can be installed remotely or mounted on top of the dryer. External drum dimensions are 1000mm long with a 600mm diameter. ■

## Start the Day Right with BENEEO

At drinktec 2013 **BENEEO** will be showcasing a range of breakfast and morning beverages that encourage taking a healthier approach to the start of the day, even when life is busy. Beverage samples on stand will include a ready-to-drink coffee and a fruit juice that both deliver balanced energy release, due to BENEEO's functional carbohydrate Palatinose™. Visitors to the stand will also have the opportunity to taste a lactose and cholesterol-free fermented strawberry rice drink and vanilla flavoured rice milk, both containing BENEEO's dairy alternative Nutriz. Additionally, a fibre-enriched breakfast drink will be presented that combines the prebiotic fibre Orafiti® oligofructose with Palatinose™. Nutritive carbohydrates, such as BENEEO's Palatinose™ offer manufacturers a smart solution to develop low glycaemic beverages that provide full carbohydrate energy in a balanced way, for a healthier start to the day. In addition, with increasing consumer interest in allergen-free foods and beverages, vegetal dairy alternatives, such as BENEEO's rice concentrate product range of Nutriz, are growing in popularity. Combining the goodness of rice in one ready-to-use compound, Nutriz has a neutral taste and



**Beneo's healthy range of breakfast drinks**

white colour. It gives the end product a creamy texture and balanced taste. BENEEO's Nutriz is suitable for non-dairy milk or yoghurt-type beverages, for those who would like to enjoy a non-allergen, cholesterol-free, and vegetal drink or smoothie for breakfast. ■

## New Temperature Data Loggers

**TandD Corp.** has introduced two new Temperature Data Loggers. The TR-701 comes in two versions: The TR-701NW with integrated Ethernet and the TR-



**The 700W Series has an internal web server for directly viewing current readings**

701AW with Wireless integrated 802.11b/g Wi-Fi. The new units will automatically "push" current readings and recorded data via ftp to a server of the customer's choosing, or via email at a set interval or fixed time of day. The 700W Series has an internal web server for directly viewing current readings. These devices are fully compatible with the company's free cloud based WebStorage Service and utilize the RTR-500 Series data file format for seamless integration with TandD's wireless networks. The devices incorporate an email client for directly sending warning emails, without the need for a PC. In addition, the NEW 700W Series has a contact closure for triggering an external device in the event of an alarm condition. Both of these units have a Temperature Range of -40° to +110° C and can be expanded with an optional sensor with a range from -60° to +155° C.

In 1986, a small group of young engineers gathered to create T&D Corporation in Matsumoto, Japan with the dream of creating, developing and producing innovative and interest-sparking products. Realizing that the future of data management would be in wireless solutions, T&D has been, for the last 5 years, driving the way in providing user-friendly wireless communication loggers. ■

# Events

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# Baristas Begins Preparations for National Championships

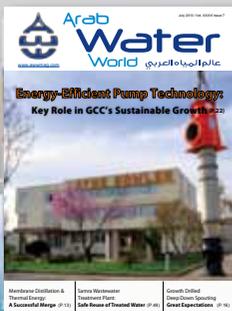
IC&E, organizer of the "International Coffee & Tea Festival 2013", the only dedicated trade event for the specialty coffee and tea industry in the Arab world, has revealed that **Baristas** in the UAE have already begun preparations for the UAE Barista and Latte Art Championships which will once again be held as part of the Festival that will run from October 8 to 11, 2013, at the Meydan Grandstand and Convention Centre in Dubai. Highly-skilled coffee makers or 'Baristas' in the country are inspired by the UAE Barista 2012 champion, *Romeo Perello*, who put up a good performance at the recently held 2013 World Barista Championships in Melbourne, where he finished an impressive 23rd out of 51 countries; a substantial leap from the previous year's place of 38th. *Ryan Godinho*, National UAE Coordinator for World Coffee Events, said: "The UAE Barista and Latte Art Championships are a key component of the International Coffee & Tea Festival which creates an ideal platform for the country's top baristas to demonstrate their skills and showcase their creativity, knowledge, presentation, showmanship and dedi-



Baristas begins preparations for the UAE Barista and Latte Art Championships

cation to their evolving specialist career, especially through their signature beverages. With each edition of the national championships, we see entirely new levels of skills and creativity on display, which means that the upcoming championships in October will be truly exhilarating in terms of the sheer quality and talent we can expect." ■

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# The Gathering Platform for Packaging Sector

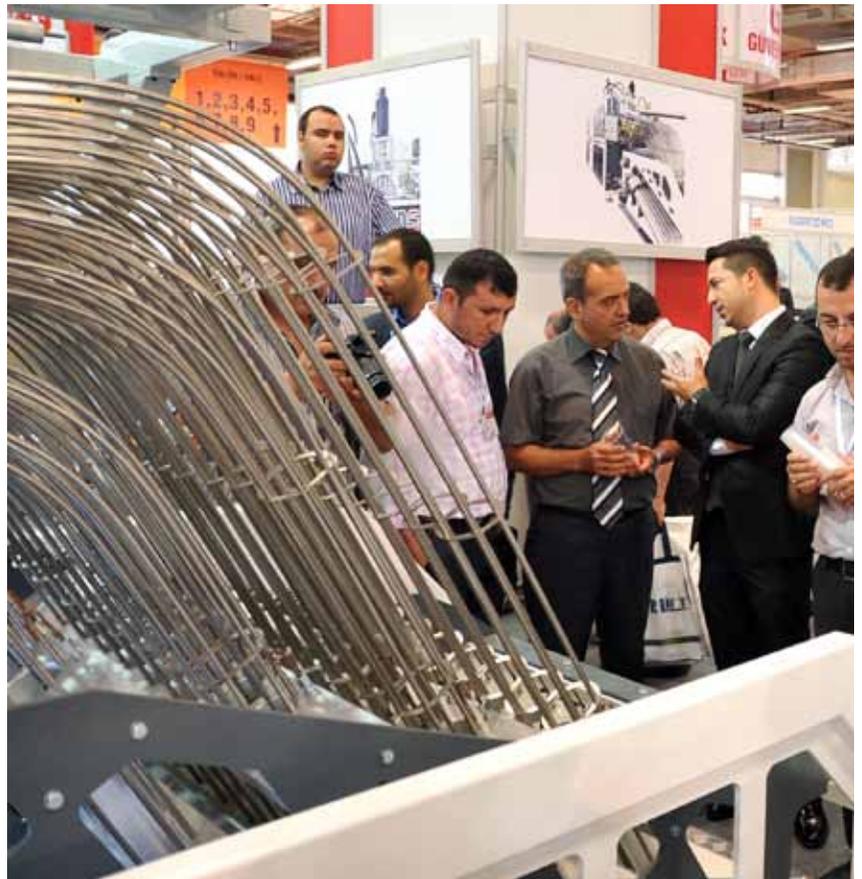
Eurasia Packaging İstanbul Fair (12-15 September 2013) will bring more than 5,000 foreign buyers together with their exhibitors. This fair will accelerate the packaging sector in a period when seeking of new markets and global competition gained critical importance. Buying delegations from Europe, North Africa, Middle East, Balkans, Russia, Georgia will be hosted. Buying delegations from Albania, Algeria, Bosnia Herzegovina, Bulgaria, Croatia, Egypt, France, Georgia, Germany, Greece, Iran, Iraq, Italy, Jordan, Kosovo, Lebanon, Macedonia, Middle East, Morocco, Romania, Russia, Serbia, UK, Ukraine, Uzbekistan will be hosted during Eurasia Packaging Fair. Turkey is a rising asset in a very strategic region between Eurasia and Europe geography, and has achieved a booming and unstoppable growth. Eurasia Packaging Fair has been the biggest fair in its field, and is an exemplary fair where regional advantage and development of Turkey is perfectly exhibited. Also, Food-Packaging-Environment Professor *Gordon Robertson* will be explaining the innovation in sustainable food packaging in Food sector

## Competitive Solutions, Packages and Technologies Creating Difference

Eurasia Packaging, which has a finger on the pulse of the sector and gathers all product groups under the same roof, will be opening with the attendance of over 1000 companies and company representatives this year. The fair, targeting a visitor number over 50 thousand; will be a platform that will respond to the dynamism and development of the sector both domestically and internationally.

## The largest and most comprehensive fair in Eurasia region

Turkey is a rising asset in a very strategic region between Eurasia and Europe geography. Eurasia Packaging Fair has been the biggest fair in its field, and is an exemplary fair where regional advantage and development of Turkey is perfectly exhibited. Leader players of the sector will be launching their latest technologies at the fair which will be held on a 98000 m<sup>2</sup> closed area this year. The fair which hosted more than 5000 visitors from Eurasia region is again the center of attention this year. The fair which has already begun to accept purchasing committee applications will create opportunities for exhibitors to meet new markets and new customers. Visitors will have the opportunity to meet all types of packaging solutions for all sectors primarily food and beverages, cosmetics, pharmaceuticals, chemistry, logistics and construction sectors. Eurasia Packaging Fair received the support of AMD,



**Eurasia Packaging targeting a visitor number over 50 thousand**

ESD, KASAD, MASD, OMÜD and SEPA, other strong associations of the sector, as well as the long-term support of Reed Tüyük Fuarçılık and Packaging Manufacturers Association. The fair is the best indicator of the fact that the sectors adopted the principle of being a collective power, assured stability in unity and gained strength.

## Good reasons to visit

One can meet more than 1000 leading Turkish and international companies and representatives, make valuable contacts and create network, follow technological developments and modernize its own packaging, source international products to reduce costs, identify new opportunities, find inspiration, and hear about what's new.

## Highlights of 2012 fair

42.118 professional visitors from Turkey and 5.026 professionals from 96 countries had visited the fair; 16 percent visitor increase; 6 percent foreign visitor increase and 17 percent increase of visiting country diversity. ■

## Successful Participation at Saudi Food & Hotel and Hospitality 2013

Saudi Food & Hotel and Hospitality Expo 2013 is hailed as a major success as it concluded a four-day run at the Jeddah Center for Exhibitions and forums with over 18,000 visitors and millions of riyals worth of trade transactions for 400 exhibitors from 18 countries. Commenting on the outcome of the show, *Zahoor Siddique*, Vice President for Exhibitions, **ACE** stated, "The exhibition had set new standards with record attendance and unprecedented business volume and we are glad to meet the needs of the industry by providing a platform for restaurants, hotels, retailers and businesses to network, gather the latest industry information, and forge new business opportunities." "Saudi Food, Hotel and Hospitality fair, provided an excellent opportunity for us to introduce our products and services to the wider Saudi Arabia market. It is our 4th time exhibiting here and the visitor turnout was notable. The exhibition allowed us to make new contacts and further our goals in establishing our brand in Saudi Arabia and the region," said *Joao Paulo Paixao*, International Business Executive at **Arab Brazil Chamber of Commerce**. The event, which was double the size of last year's exhibition, attracted thousands of



The event attracted thousands of visitors

visitors with a major influx of specialized and business visitors in the last couple of days. The organizers have announced the dates of the next edition of Saudi food, hotel & hospitality arabia as 13-16 April, 2014 at the Jeddah Center for Forums and Events. ■

## IFFA 2013 Bigger than Ever Before

From 04 to 09 May, 960 exhibitors from 47 countries showcased their innovations for the international trade and professional public in Frankfurt am Main. With a 110,000 square meters of exhibition space, the world trade fair boasted a plus of 6 per cent compared to the previous show and, with it has established a



Messe Frankfurt Exhibition GmbH / Petra Welzel)

Opening IFFA 2013

new record. The figures reflect the dynamic development of the market. All leading suppliers were on hand to present their new products for the entire processing chain. *Wolfgang Marzin*, President and Chief Executive Officer (CEO) of Messe Frankfurt, declared himself to be delighted at the development: "IFFA is the international rendez-vous for the meat industry and, this year, has yet again consolidated its status as the most important platform for innovation in the sector." One of the trends at IFFA was the subject of sustainability. There were solutions on show to demonstrate how energy and resources can be more efficiently used for all stages and methods in meat processing and packaging technology. One of the essential drivers of this is the automation of production processes. Equally of great importance are the various aspects of food safety. Particularly relevant, against the background of current discussions on the quality of meat products, were issues such as quality assurance and hygiene during the manufacturing process, as well as labelling and traceability, all of which are coming into more prominent focus for the meat-processing industry. ■

2013

September



Oman

**Food & Hospitality Oman 2013**

International Exhibition of Food & Beverages, Food Processing Technologies, Kitchen and Catering Equipment, Packaging Systems, Hotel Supplies and Related Services  
2 - 4

Oman International Exhibition Center  
Muscat - Oman

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Omanexpo LLC

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**Fax:** +968 24660125

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

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



Turkey

**World Food Istanbul**

21<sup>th</sup> International Food Products & Processing Technologies Exhibition  
5 - 8

Istanbul Expo Center  
Istanbul - Turkey

**Info:**

ITE Turkey

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Turkey

**Eurasia Packaging Istanbul 2013**

Packaging Industry Fair  
12 - 15

Tüyap Fair Convention and Congress Center  
Istanbul - Turkey

**Info:**

Tüyap Fairs and Exhibitions Organization  
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**Fax:** +90 (212) 886 93 99

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

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



Saudi Arabia

**Saudi Agro-Food 2013**

International Food, Equipment & Catering Show  
16-19

Riyadh International Exhibition Centre  
Riyadh - Saudi Arabia

**Info:**

Riyadh Exhibitions Co. Ltd

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

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

November



UAE

**Sweets & Snacks Middle East**

International Exhibition for the Sweet & confectionery, Bakery, Snack Food and Ice Cream Industry  
17-19

Dubai

UAE

**Info:**

Dubai World Trade Centre

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

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



Iraq

**Iraq Agrofood**

The 6th International Exhibition For Agriculture, Food, Food Processing And Packaging  
18 - 21

Erbil International Fairground  
Erbil - Iraq

Erbil - Iraq

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UAE

**SIAL Middle East 2013**

Food International Trade Fair  
24 - 26

Abu-Dhabi National Exhibition Center (Adnec)  
Abu Dhabi - UAE

**Info:**

Comexposium

**Tel:** +971 2 401 2949

**Fax:** +971 2 401 1949

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

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

December



UAE

**Halal Middle East 2013**

International Halal Food exhibition, including Halal food and drinks, equipment and machinery and Halal certification bodies.  
9-11

Expo Centre Sharjah  
United Arab Emirates

**Info:**

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UAE

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Saudi Arabia

**Saudi Horeca 2013**

The Saudi International Food, Beverage & Hospitality Exhibition  
10 - 12

Riyadh International Convention & Exhibition Center  
Riyadh - Saudi Arabia

**Info:**

Saudi Event Management & Marketing  
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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

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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 ورك ميديا

عنوان البريد السريع: الحمرا، الكومبودور، شارع الباروك، بناية شاتيل (فوق مصيعة الكومبودور)، الطابق الثاني

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

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تمت الطباعة عند مضمحل للطباعة والنشر

# Wasteful Food Habits



# عادات الإسراف الغذائي

**DuPont** is commemorating World Environment Day themed 'Think.Eat.Save' and addressing the challenge with its innovative science-based products and solutions that helps minimize food wastage. According to the UN **Food and Agriculture Organization (FAO)**, every year 1.3 billion tons of food is wasted.

"We believe in collaboration. No one company can do it alone. Hence we urge leaders from across government, business and non-profit organizations to help solve the greatest challenge of tomorrow feeding 9 billion people. We are closely looking at increased agricultural output, healthy and more nutritious food and food security," said *Amin Khayyal*, General Manager, DuPont, United Arab Emirates.

In the Middle East, extreme heat presents an additional challenge to keep produce fresh. Moreover, extended shelf life is extremely important in the region where food has to be imported before it reaches consumers. DuPont works with local food companies to develop tougher and lighter packages based on DuPont™ Surlyn® reducing leaks that cause food to spoil, and in developing products with ingredients like enzymes, which keep bread, cakes, or milk fresher longer.

"DuPont is servicing with one of the leading airlines to apply the company's science and know-how to help improve food transport technologies, which will better protect perishable shipments. This is crucial as imports account for majority of food consumption in the Middle East, with the GCC region alone importing almost 70 per cent of food requirements," he added.

A recent survey conducted by YouGov for Al Aan TV in the UAE found that 78 percent of respondents throw food away every week. Consumers obviously need to be more aware of the consequences of food wastage. "It is our responsibility to make concerted efforts to raise awareness and to help minimize food waste, especially as we know 1 in every 7 people in the world go to bed hungry and more than 20,000 children under the age of 5 die daily from hunger," added Khayyal.

**Amin Khayyal**

General Manager

DuPont, United Arab Emirates

تعتزم «دوبونت» (DuPont)، مواصلة جهودها لتزويد الأسواق العالمية بالحلول والابتكارات العلمية والهندسية رفيعة المستوى على شكل منتجات وخدمات تساعد في تقليل هدر الطعام، وذلك تماشياً مع أهداف اليوم العالمي للبيئة الذي يقام تحت شعار «فكر - كل - وفر». وحسب تقديرات منظمة الأغذية والزراعة للأمم المتحدة (فاو)، يهدر كل عام ١,٣ مليار طن من الأغذية.

من جهته، قال أمين خيال، المدير العام لـ «دوبونت» في الإمارات: «نحن نؤمن بروح التعاون والتكاتف بين الجميع، حيث لا يمكن إنجاز المهمة بشكل فردي. وبالتالي ندعو القادة وكبار المسؤولين في الحكومات والشركات والمنظمات غير الربحية إلى المساهمة معاً في حل التحدي الأكبر الذي يواجهنا غداً، وهو توفير الطعام والمواد الغذائية لما يزيد عن تسعة مليارات شخص. ونعكف اليوم على العمل على زيادة الإنتاج الزراعي وتحقيق الأمن الغذائي وتوفير أطعمة صحية ومغذية أكثر.»

وتمثل موجات الحرارة الشديدة في الشرق الأوسط تحدياً آخر للحفاظ على المنتجات الطازجة. علاوة على ذلك، تمثل قضية تمديد صلاحية الأغذية أيضاً أولوية قصوى لحكومات المنطقة، حيث يجب استيراد الأطعمة والمواد الغذائية أولاً قبل أن تقدم إلى المستهلكين. وتعمل «دوبونت» مع شركات الأغذية المحلية لتطوير حزم و مواد تعبئة وتغليف أمتن وأخف وزناً من خلال عائلة منتجات «دوبونت™ سيرلين®» (DuPont™ Surlyn®)، وبالتالي الحد من التسريبات التي قد تؤدي إلى فساد الطعام والمواد الغذائية، إلى جانب تطوير المنتجات التي تحتوي على مكونات مثل الإنزيمات التي تزيد من عمر ومدة صلاحية الخبز أو الكعك أو الحليب.

وأضاف خيال: «تعمل «دوبونت» حالياً مع إحدى شركات الطيران الرائدة بغية إتاحة حلولها وابتكاراتها العلمية والهندسية رفيعة المستوى من أجل تطوير تكنولوجيا نقل الغذاء، الأمر الذي من شأنه توفير حماية أفضل للشحنات سريعة التلف. وأعتقد أنّ هذه الخطوة مهمة جداً لا سيما في منطقة الشرق الأوسط التي تستورد غالبية إحتياجاتها الغذائية، حيث تستورد منطقة الخليج العربي لوحدها حوالي ٧٠٪ من إحتياجاتها الغذائية.»

وكشفت دراسة جديدة أجرتها «يوغوف» لصالح قناة «الآن» التلفزيونية في الإمارات، أنّ ٧٨٪ من الذين شملتهم الدراسة يرمون الأطعمة كل أسبوع. ووجدت الدراسة أنّه يتوجب على المستهلكين أن يدركوا عواقب إهدار الغذاء والأطعمة. وأكد الخيال، أننا كشركة يجب علينا جميعاً أن نبذل جهوداً متضافرة لزيادة الوعي والمساعدة في تقليل نفايات الطعام والمخلفات الغذائية، لا سيما وأنّ واحداً من بين كل سبعة أشخاص يبيت جائعاً وأنّ نحو ٢٠,٠٠٠ طفلاً دون سن الخامسة يموتون من الجوع كل يوم.

**أمين خيال**

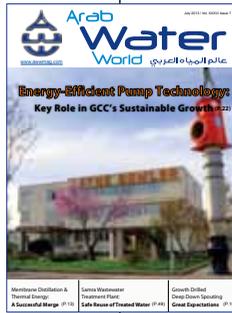
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\* MHW magazine is currently suspended due to restructuring; we will resume publishing it later this year.

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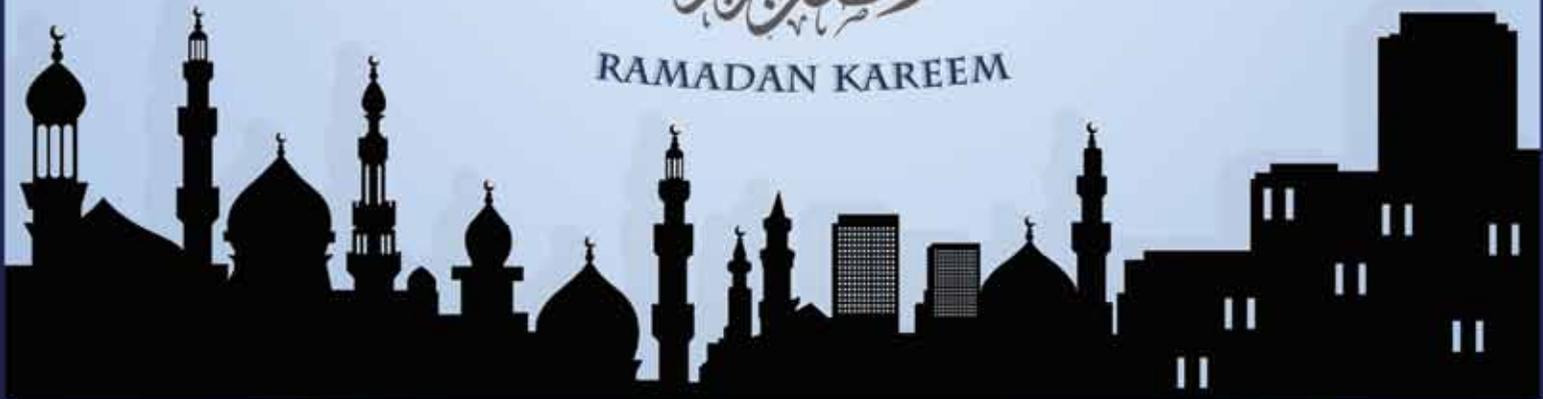


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