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مأكولات الشرق الأوسط

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Quenching the Thirst for
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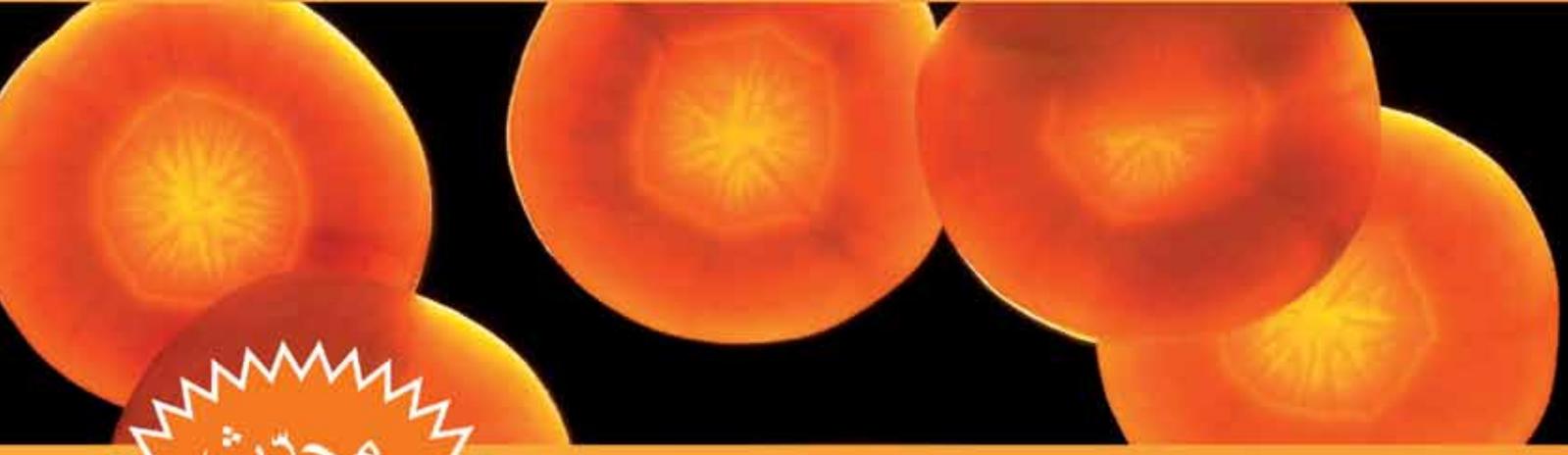
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Boiling in the Middle East

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محدث
&
موثوق به

نو تري - فاكتس

فهم الفيتامينات & أكثر

آخر الأخبار العلمية والحقائق المثبتة حول المغذيات الدقيقة والوصول إلى المعلومات بسرعة في لغات متعددة.

معلومات عامة عن نتائج الدراسة وتعليقات الخبراء.

نتائج الدراسات الاستقصائية عن التغذية الوطنية والدولية وتقارير أبحاث السوق.

الشفافية في العلاقة المعقدة بين المغذيات الدقيقة والصحة.



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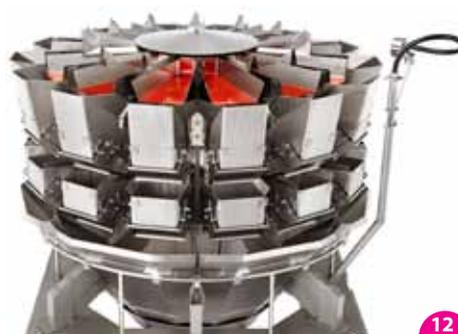


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COVER STORY

The huge impact of multi-head weighing technology for food markets has been well documented. Product giveaway, which could be as much as 10 percent using manual weighing on bench scales, was reduced to approximately 1 percent. At the same time, accurate filling meant packs could be designed smaller, reducing the cost of packaging, storage and transport.



Cover Photo Courtesy of Ishida Europe Ltd

“Think.Eat.Save”



“فكر - كل - وفر”

According to the UN **Food and Agriculture Organization (FAO)**, every year 1.3 billion tons of food is wasted. This is equivalent to the same amount produced in the whole of sub-Saharan Africa. At the same time, 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. According to **YouGov's** survey for Al Aan TV in the United Arab Emirates (UAE), 78 percent of respondents throw food away every week. Consumers obviously need to be more aware of the consequences of food wastage.

This year's theme of the World Environment Day is entitled “Think. Eat.Save” which is an anti-food waste and food loss campaign that encourages people to reduce their footprint. Moreover, it encourages people to become more aware of the environmental impact of food choices they make and empowers them to make informed decisions. *Amin Khayyal*, General Manager – **DuPont**, UAE said that the collaboration of all the bodies, companies and organizations help solve the greatest challenge of tomorrow which is feeding 9 billion people.

The June 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 10 focuses on the necessity of multihead weigher in the food production and packing industry. On page 21, the article sheds the light on the increasing consumption of global dairy products with the Middle East being among the markets that are increasing milk imports to match the growing local demand. Furthermore, the article on page 31 presents the latest trends in the manufacture of meat products.

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

Dina Fawaz

Acting ER Manager/Senior Editor & Researcher

دينا فواز

كبير المحررين والباحثين

وفقاً لتقديرات منظمة الأغذية والزراعة للأمم المتحدة (فاو)، يهدر كل عام ١.٣ مليار طن من الأغذية أي ما يعادل حجم الكمية المنتجة في كامل أفريقيا السوداء. في الوقت نفسه، ينام واحد من بين كل سبعة أشخاص في العالم جائعاً ويموت أكثر من ٢٠ ألف طفل دون سن الخامسة يومياً من الجوع. وكشفت دراسة جديدة أجرتها «يوغوف» لصالح قناة «الآن» التلفزيونية في الإمارات العربية المتحدة أن ٧٨ في المئة من الذين شملتهم الدراسة يرمون الأطعمة كل أسبوع. ووجدت أنه يتوجب على المستهلكين أن يدركوا عواقب إهدار الأطعمة.

وقد حمل اليوم العالمي للبيئة هذا العام شعار «فكر - كل - وفر» وهو يمثل حملة ضد إهدار الأطعمة وفضلاتها تهدف إلى تشجيع الناس على الحد من تأثيرهم السلبي على الغذاء. زد على ذلك، تشجع هذه الحملة الناس على زيادة الوعي بالتأثير البيئي على الخيارات الغذائية التي يتخذونها وتقويهم كي يتخذوا قرارات واعية. وقال أمين خيال، المدير العام لـ «دوبونت» في الإمارات العربية المتحدة أن التعاون والتكاتف بين جميع الهيئات والشركات والمنظمات سيساهم في حل تحدي المستقبل الأكبر ألا وهو توفير الطعام والمواد الغذائية لما يزيد عن تسعة مليارات شخص.

يغطي عدد حزيران/يونيو من مجلة مأكولات الشرق الأوسط آخر أخبار قطاع الصناعة الغذائية في الشرق الأوسط وشمال أفريقيا بما فيها الابتكارات والمشاريع والأحداث الجديدة. فيسلط المقال في الصفحة ١٠ الضوء على ضرورة جهاز الوزن المتعدد الرؤوس في قطاع تصنيع الأغذية وتوضيها. ويتطرق مقال الصفحة ٢١ إلى الإستهلاك المتزايد لمنتجات مشتقات الحليب وتزايد واردات مشتقات الحليب في منطقة الشرق الأوسط من أجل تلبية الطلب المحلي المتزايد. أما المقال في الصفحة ٣١ فيعرض آخر الابتكارات في تصنيع منتجات اللحوم.

يحتوي هذا العدد على المزيد من الأخبار التي تغطي أحدث الأنشطة الخاصة بالمصنّعين الإقليميين والمستوردين والمصدّرين، فاستمتعوا بقراءته وأرسلوا لنا ملاحظتكم على

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Bahrain

Mondelez International Celebrates 5-Year Manufacturing

Mondelez International celebrated its 5-year manufacturing anniversary in Bahrain in an event attended by the kingdom's Industry & Commerce Minister, Dr. *Hassan Fakhro*. The company, created last year when **Kraft Foods** split into two companies, is a foundation member in the **Bahrain International Investment Park (BIIP)**. The first jar of Kraft cheese rolled off the production line of the USD40 million, state-of-the-art, hybrid facility in 2008. As one of the largest, international food-and-beverage plants in the Middle East, the factory can produce as much as 110,000 tons per year of Kraft cheese and Tang powdered-beverage for the growing the Middle East and Africa region. That is enough cheese and Tang to fill 7,500 shipping containers, which, if put end to end, would stretch from Manama to Riyadh. Members of the Mondelez International senior-management team, including Middle East Area Director *Vishal Tikku* and Bahrain Plant Director *Terry Denton*, briefed Fakhro on the company's latest developments and plans during a tour of the facility.



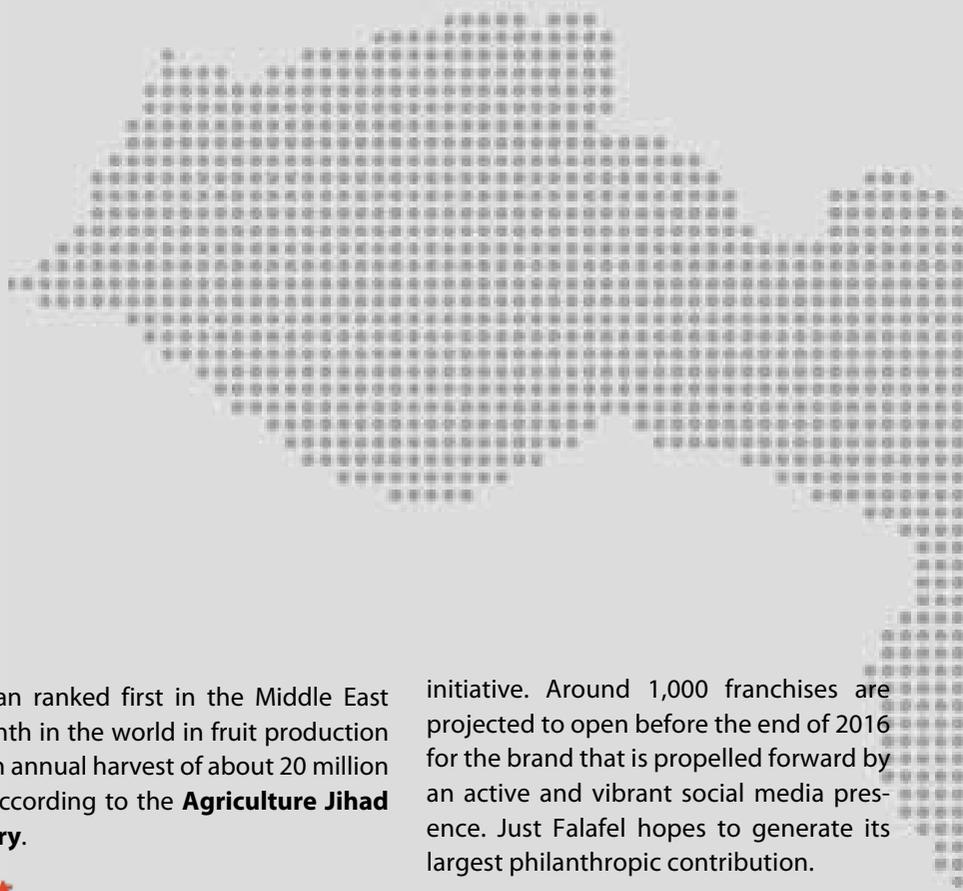
Iran

Iran Fruits Exports Increase

According to *Kiyumars Fathollah Kermanshahi*, deputy director of the **Trade Promotion Organisation of Iran**, the country exported 1038 tons of fruit worth USD786.7 million, in the past Iranian calendar year which ended on March 20. **IRNA** quoted Kermanshahi as saying that the fruit exports rose by 29.8 per cent in value and 25.8 per cent in weight year on year. According to him, Iraq, Turkmenistan, Af-

ghanistan, the United Arab Emirates and Azerbaijan were the main destinations for Iranian fruits. On the same note, Iranian Customs Administration head *Abbas Memarnejad* said that Iran imported 481,000 tons of fruit in the past year. Fruit imports last year decreased by 40 per cent and 36 per cent in weight and value respectively, compared to the figures in its preceding year. In October 2012, the ISNA reported

together, they are hoping to ease the suffering of children, men and women affected by hunger around the world. For the next three years, every time a new Just Falafel franchise opens in any location around the world, it will make a USD 500 donation to World Food Program. The new franchisees will be encouraged to match the donation as well, doubling the impact to feed twice as many people through this



that Iran ranked first in the Middle East and ninth in the world in fruit production with an annual harvest of about 20 million tons, according to the **Agriculture Jihad Ministry**.

initiative. Around 1,000 franchises are projected to open before the end of 2016 for the brand that is propelled forward by an active and vibrant social media presence. Just Falafel hopes to generate its largest philanthropic contribution.



Lebanon

Just Falafel Supports the UN World Food Program

Just Falafel, the Middle East's home-grown quick service restaurant brand, with three shops in Lebanon; Bechara El Khoury, City mall and Mazra'a Beirut, joins forces with **WFP**, the United Nations' frontline agency fighting hunger, to raise USD 1 million over the next three years. To-



Oman

Salalah Mills Co. to Construct New Silos

Salalah Mills Co, which owns the largest flour mill in Oman, is currently planning to construct new silos with a capacity of 120,000 metric tons (MT). Commenting on this matter, *Ahmed bin Abdullah*

Saeed al Rawas, chairman of Salalah Mills said: "Due to the unavailability of land at the Raysut Industrial Estate to store more wheat in open storages, known as bunkers, the board of directors had approved

Company also announced recently that it has concluded a wheat-shipment contract to purchase 30,000MT of Russian wheat through a global tender, for delivery in September 2013.

company's customer touch-points and refine the company's existing strengths and best practices. The program is in line with the company's steadfast commitment to abide by the highest levels of quality, competence and excellence in performance. The initiative also lives up to the national vision of the country which has human capital development, learning and retention at its core. Trainees attending the classroom received an induction comprising tips and techniques to perfect their customer service approach, to adequately handle and respond to complaints and to thoroughly cater every request in order to exceed expectations. The program also included methods of market and consumer analysis which is key to the company's customer relationship management systems.



UAE

COSTA Launches New Outlet in RAK Properties' Julfar Towers

COSTA Coffee, one of the world's largest coffeehouse chains, has launched an outlet in Julfar Towers of **RAK Properties**; the biggest property developer in Ras Al Khaimah. Costa Coffee joins other important retail brands including 'Choithram' and 'Fitness First' which has set up shops in RAK Properties' projects in the emirate. Commenting on the strategy of selecting retail brands for their projects, *Mohamed Sultan Al Qadi*, Managing Director and CEO of RAK Properties said: "We are guided by a clear vision while selecting retailers, for both the business and community users. We partner with retailers whose brands are in sync with the spending power and lifestyle of our residents, tenants and visitors." "We found COSTA the ideal coffee chain for Julfar Towers. We have selected a location that would be convenient to both business and community users. We will continue to provide residents and visitors of RAK Properties the best retail options available around," added Al Qadi.



Qatar

Widam Steps Up its Customer Service

Widam, Qatar's cutting-edge livestock facility, recently wrapped up its tailor-made training programs geared towards its customer service and sales personnel in the aim to introduce higher standards across the board. The program, entitled "The Differentiating Benchmarks in Customer Service" has been specifically developed to introduce a complete overhaul to the

construction of new silos with a capacity of 120,000MT on a part of the land used now as a bunker. The expected cost of the new project is about RO3.5mn." According to Rawas, the new project is expected to be operational by the middle of 2014. He furthermore added that it will allow the company to take advantage of periods of low wheat prices. The Omani

Ingredients & Additives

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Sugar & Sweetener's Popularity Spans the Globe

The global market for sugar and sweeteners totaled about USD77.5 billion in 2012 and is projected to increase at a compound annual growth rate (CAGR) of 4.6 percent and to reach nearly USD97.2 billion by 2017, according to a new report from **BCC Research**. On the same note, the market for high-intensity sweeteners is expected to reach nearly USD1.9 billion in 2017; a growth due to increasing cases of obesity, diabetes, and growing health concerns among people.

Sugar: a large commodity market

In the global market for sugar and sweeteners, sugar holds the majority share, comprising an 83 percent to 85 percent share, asserts BCC research in its report. In terms of consumption, the global sugar market has shown continuous increases since sugar is a necessary product and its consumption increases with growth in population and per-capita income. According to the report, sugar has been the most widely used sweetener in the world, with its closest substitute being high-fructose corn syrup (HFCS). Its overall market is expected to rise at a CAGR of 4.6 percent and reach nearly USD97.2 billion by 2017. However, although the volume of sugar consumption is rising globally by a CAGR of approximately 4 percent, the sugar market value in dollar terms is largely dictated by sugar prices, which are extremely volatile, leading to market-value fluctuations on a year-on-year basis.

The rise of non-sugar sweeteners

Increasing awareness regarding weight loss, dental care, diabetics and hypoglycemia has driven the demand for low calorie, diet, and sugar free products. Consequently, this has given a new dimension to the non-sugar sweeteners market and made the food and beverage industry increasingly replaces sugar or corn syrup with non-sugar sweeteners. The research firm, **Markets and Markets**, defines these substitutes as type of food additives that are added to food and beverages in order to duplicate the effect of sugar in terms of taste. It is worthwhile to note that high intensity sweeteners are very important segment of non-sugar sweetener market which are sweeter than normal sugar, also many of these sugar substitutes are artificially-synthesized compounds. According to BCC Research, the market for high-intensity sweeteners is expected to reach nearly USD1.9 billion in 2017, a growth due to increased awareness and usage of dietary foods.

Stevia: One of the fastest growing newcomers

Stevia is one of the fastest-growing newcomers in the



"...high-intensity sweeteners is expected to reach nearly USD1.9 billion in 2017"

sugar substitute market. This includes artificial chemical sweeteners as well as naturally derived non-caloric sweeteners. A stevia manufacturer predicted that the global stevia products industry will value USD10 billion by 2015. The **World Health Organization (WHO)** estimates stevia intake could eventually replace 20-30 percent of all dietary sweeteners. According to **Euro-monitor**, the total global sweetener market was estimated at USD58.3 billion in 2010. Food consultancy **Zenith International** reports that stevia products saw a 27 percent increase in worldwide volume sales in 2010 over 2009, taking its overall market value to USD285 million. From mid-2009 to mid-2010, new product launches using stevia extracts increased by 200 percent, with products launched in 35 countries, 237 new products in the first half of 2010 alone, according to market research firm **Mintel's Global New Product Database (GNPD)**. ■

Prepared by:

Soha Ghandour
Assistant Editor and Researcher

بلغت السوق العالمية للسكر ومواد التحلية حوالي ٧٧,٥ مليار دولار أمريكي في العام ٢٠١٢ ومن المتوقع أن تزداد بمعدل نمو سنوي مركب (CAGR) يبلغ ٤,٦ في المئة لتسجل حوالي ٩٧,٢ مليار دولار أمريكي بحلول العام ٢٠١٧ وذلك وفقاً لتقرير جديد صادر عن BCC Research. كما من المتوقع أن تنمو سوق مواد التحلية العالية الكثافة لتسجل حوالي ١,٩ مليار دولار أمريكي في العام ٢٠١٧ نتيجة لتزايد حالات السمنة والسكري وتزايد المخاوف الصحية بين الناس.

New Döhler Technology Allows Natural Sweetness

Light, but as natural as possible that's what many consumers are looking for in food and beverages. Against this background, "Stevia" has recently been literally on the tip of everyone's tongues. The leaves of the plant "Stevia rebaudiana", which originally comes from Paraguay, have a sweet flavor up to 300 times stronger than that of sugar without any calories. **Döhler** has made use of this natural raw material and developed a sweetener with outstanding sensory properties under the MultiSweet® Stevia brand. Depending on the application, sugar can be reduced by around 5-6 Brix. Furthermore, the ingredient specialist developed a natural flavor technology "SIT" (Sweetness Improving Technology) which significantly improves stevia's sensory properties. Tests conducted by Döhler Sensory & Consumer Science have shown that, thanks to SIT, the characteristic aftertaste of stevia is hardly perceived when it comes to sugar reduction of 30-50 percent. Döhler has also developed a wide range of beverage and food applications sweetened with MultiSweet® Stevia which achieve a high level of acceptance among consumers. This portfolio ranges from carbonated soft drinks, nectars and still drinks to



Döhler developed a natural flavor technology "SIT"

tea drinks, dairy products and confectionery. Döhler is a producer, marketer and provider of natural ingredients, ingredient systems and integrated solutions for the food and beverage industry. ■

Cargill Buys Dietary Fiber Technology from Fugeia

Cargill's starches and sweeteners business has completed the purchase of technology and corresponding intellectual property for the extraction and purification of the dietary fiber and antioxidant source of



FUGEIA has developed a method for extraction and purification of the fiber and antioxidant source of wheat bran

wheat bran from the innovative health and nutrition company **FUGEIA** active in the field of health and nutrition with a focus on digestive health. FUGEIA has developed a proprietary method for extraction and purification of the fiber and antioxidant source of wheat bran. The resulting product is a neutral smooth tasting product consisting of arabinoxylan-oligosaccharides (AXOS). AXOS is highly soluble in water and can be mixed in any food or beverage product, including dairy and non-dairy beverages, ready-to-eat cereals, cookies and biscuits, bread and pastry, as well as dietary supplements and therapeutics. The acquisition is a natural extension of Cargill's starches and sweeteners' strategy to continuously explore new markets and technologies in order to develop the full potential of its products. In addition to starch and starch derivatives, Cargill produces a wide range of vegetable proteins and fibers for applications in both the food and the feed industry. "This is a very important acquisition for our starches and sweeteners business. We believe this technology will become a new product line for developing sustainable solutions that create value for our customers and consumers," says *Kathy Fortmann*, head of Cargill's starches and sweeteners business in Europe. ■

Tate & Lyle's New Natural Sweetening Solutions

wellness without compromising on taste," commented *Philip Lin*, Marketing Director, Asia Pacific. In addition to bringing novel sweetening solutions, Tate & Lyle is committed to enhancing its texturant and wellness product lines, with process resilient RESIS-TAMYL™, starches, CREAMIZ™ fat replacer, soluble dietary fiber STA-LITE® Polydextrose and robust food stabilizer systems. ■

TATE & LYLE

Tate & Lyle displayed its new naturally sourced sweetener product TASTEVA™ Stevia Sweetener for the first time at FIC 2013 in Shanghai, marking its debut in China after launches in South America and Europe in 2012. TASTEVA™ delivers a clean sweetness and a fresh taste, enabling sugar reduction levels by 50 percent or more without the bitter/licuorice aftertaste associated with Reb 'A' 97 and other stevia products. "The launch of TASTEVA™ Stevia Sweetener in China is an important initiative for Tate & Lyle," said *Adam Richardson*, Vice President and General Manager, Speciality Food Ingredients, Greater China. "TASTEVA™, with an optimal steviol glycoside composition, and from a natural source, is the result of Tate & Lyle's comprehensive research and deep expertise in speciality sweeteners. The launch of TASTEVA™ further enhances the company's sweetener portfolio featuring SPLENDA® Sucralose, PUREFRUIT™ Monk Fruit Extract and a wide range of nutritive sweeteners," he added. Alongside the introduction of the new sweeteners, Tate & Lyle launched its brand new Beverage REBALANCE™ and ENRICH™ application services, offering China's beverage sector support with the development of innovative beverages with significantly reduced sugar and calorie levels, or enhanced nutrition profiles. Visitors to the show were able to taste a wide variety of great tasting prototypes. "Tate & Lyle is committed to helping food and beverage manufacturers create products that meet their specific needs in nutrition and

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The Multihead Weigher: Still Work in Progress

The importance of accurate product weighing cannot be overstated. Apart from the legal requirement of producing packs at their declared weight, product giveaway (effectively giving the consumer free product due to overfill) is wasteful, particularly in today's highly competitive markets. Also, unreliable and inconsistent pack weights harm brand reputation and unfortunately most food products are not easy to weight to a pre-determined weight. For example, the individual weight of a frozen chicken nugget, a meatball or a mint humbug in a 200g pack can vary considerably, meaning a pack can very quickly go from being underweight (i.e. 180g) to extremely overweight (i.e. 220g) by adding just one extra piece. As nearly everyone who works in food production and packaging now knows, the solution to this problem is the multihead weigher.

The multihead weigher: an accurate technology

Using a number of weigh hoppers (today these can vary from eight to 36) to weigh product simultaneously, a computer then calculates all possible weight combinations and selects the one that comes closest to the target weight. The huge impact of multihead weighing technology for food markets has been well documented. Product giveaway, which could be as much as 10 percent using manual weighing on bench scales, was reduced to approximately 1 percent. At the same time, accurate filling meant packs could be designed smaller, reducing the cost of packaging, storage and transport. In terms of speed, even the earliest models were able to achieve around 30 packs per minute (ppm) for frozen meat products, and 60-80 ppm for confectionery and snacks. Today's top speeds for such products can be as much as 100 ppm for frozen and fresh products and 200 ppm for easy flowing dry products. Even more important to food manufacturers is the increased productivity that accurate weighing can bring. For example, high-value products previously wasted in overfill can now be packed into additional packs. Output can therefore be increased without additional input.

Introduction of new features to meet the changing demand

Indeed, so great and immediate was the impact of multihead weighing that one could easily argue that its work is done, for what else is there left to achieve? The answer, of course, has been a great deal and multihead weighers continue to prove themselves extremely adept at evolving and developing further to meet the ever-changing demands of the food and retail industries. Over the years, therefore, multihead weighers have constantly improved in terms of even faster speeds and greater weighing accuracy. Equally important, while the original multihead weighing concept is ideal for easy-to-handle dry and frozen products such as snacks, confectionery, cereals and vegetables, there are many products that do not conform to these simple characteristics. This has become



"...high-value products previously wasted in overfill can now be packed into additional packs"

even more critical as new product development has had to respond to changing consumer tastes with ever more sophisticated and exotic products. Another key factor has therefore been the introduction of features and application-specific multihead weighers that can deal with more difficult products. Special raised surfaces, for example, have been developed for sticky products such as prepared fruit, jellies and gums; reduced angles and drop distances throughout certain models protect fragile or brittle products from breakages.



A perfect solution to weigh ready meals and fresh products

One sector that has seen particular focus has been convenience foods, meeting a growing demand not just for ready meals but also for pre-packed fresh products such as meat, poultry and fish. For ready meals, one of the multihead weigher's major strengths has been its ability to handle the mix weighing of products. A particular benefit of this is that the most expensive component can be controlled very tightly, with any potential overall pack deficits being 'topped up' during weighing by adjusting the weight of the less expensive components. This ensures the pack receives identical weights and that the expensive ingredients are always represented in the mix in the same proportion (thus creating overall product consistency and reducing customer complaints). For fresh meat and poultry, as well as features such as anti-stick contact surfaces, plastic hoppers with scraper gates and belt feeders to keep product moving easily through the traditional multihead, new designs have also been created to handle these challenging products, for example a linear layout with an operator positioned by the feeder to help direct and control product. Another recently developed solution has been the use

"...multihead weighers continue to prove themselves extremely adept at evolving"

of screws to move fresh and sticky meat products into the pool and weigh hoppers instead of vibration. The rotational speed and timing can be adjusted via the weigher's Remote Control Unit so the screws move the product at consistent intervals to the pool and weigh hoppers.

The development of special distribution systems

As well as ensuring accurate product weight, multi-head weighers today also have to deal with a variety of pack formats including trays, pots and pouches as well as bags. This has led to the development of special distribution/filling systems to ensure an accurate, consistent and spillage free interface between the weigher and the pack. Weigh Batcher systems are another recent development that allow the accurate weighing of fresh meat and poultry to be combined with manual manipulation in order to optimize the products' arrangement and presentation in a tray. The use of distribution systems is just one example of how multihead weighers are able to combine and work with other parts of the production and packing line to create fully integrated systems. Alongside the weigher, equipment such as tray denesters, tray fillers and sealers, bag makers, foreign body detectors, checkweighers, seal testers, label inspection and end-of-line packing equipment can be linked together to ensure maximum throughput and efficiency. Furthermore, an advanced checkweigher software can monitor line performance and identify problem areas. All these developments in multihead weigher technology, capabilities and integration have helped food manufacturers keep pace with market demands and consumer and retailer requirements. Here again, multihead weighers have already had a positive effect: accurate weighing leads to smaller packaging which in turn minimizes material consumption and reduces transport costs, while modern weighers are also highly energy efficient. The multihead weigher may be well established but its relevance shows no sign of diminishing and it is clearly more than capable of dealing with any further challenges that may arise. Thus, for all its achievements to date, the technology is still work in progress. ■

Source:

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لا يمكن الاستهانة بمسألة الدقة في وزن أي منتج. لذا، وبمعزل عن الشروط القانونية في تصنيع حزم المنتجات بوزنها المصرح عنه، تعتبر زيادة كمية المنتج (أي فعلياً إعطاء المستهلك منتجاً مجاناً بسبب ضرورة إطفاحه) خاصة في أسواق اليوم ذات الطابع التنافسي العالي تبديداً. زد على ذلك، تؤدي الأوزان غير المحددة بدقة لأي حزمة إلى إلحاق الضرر بسمعة العلامة التجارية ومع الأسف ليس من السهل وزن معظم منتجات الأغذية وتحديد وزنها مسبقاً. على سبيل المثال، يختلف وزن قطعة دجاج ناغتس مجلدة أو قطعة لحم مفرومة أو حلوى تقليدية بطعم النعناع اختلافاً شديداً في حزمة ذات سعة مثني غرام أي يمكن أن تكون حزمة تحت الوزن أي ١٨٠ غراماً وتصبح بسرعة ذات وزن زائد أي ٢٢٠ غرام بمجرد إضافة قطعة واحدة إضافية. وكما يعلم معظم العاملين الآن في تصنيع الأغذية وتوضيبها فإن الحل لهذه المشكلة يكمن في جهاز الوزن المتعدد الرؤوس.

Weigh Better Bulk Bag Fillers from Spiroflow

Model T3 'Loss-in-Weight' Bulk Bag Dischargers from **Spiroflow** are specifically designed to meter bulk foodstuffs and ingredients accurately and consistently either in batches or continuously as the process they are feeding dictates. The bulk bag, its support frame and, if required, the conveyor that transfers the dispensed contents are all monitored by the same load-cell arrangement that is used to monitor, control and record the required batch weight or continuous output. Batch sizes from 10 kg to 1500 kg can be accommodated by the loss-in-weight control system. Where the contents of several bulk bags are required to achieve a given batch, then the control system accumulates the discharge from all bags until the target weight is reached. In addition, Spiroflow offers its Series 'C' range of Spiroflow Bulk Bag Fillers as an efficient and economic means of filling bags that are removed from the filler on a pallet by way of a forklift truck. For customers wanting 'Weights and Measures' (OIML) approval, there is the option of an automatic 'gain-in-weight' weighing system with programmable one-touch controls. The operator can control Bulk Bag Filler operations, accurate to +/- 1



Latest 'Gain-in-Weight' Series 'C' Bulk Bag Filler from Spiroflow

percent, as well as controlling the upstream material feed devices too. ■

Ishida Launches New Rv Multihead Weigher

Ishida Europe is launching a new top-of-the range multihead weigher, offering even higher speeds, improved user interface, ultra-efficient operation and exceptional robustness even in the harshest of factory environments. The new Ishida CCW-RV delivers the



The new Ishida CCW-RV delivers the highest levels of accuracy

highest levels of accuracy of any multihead weigher and, in addition to consistent weighing at close-to-zero giveaway, is now some 15 percent faster than its predecessor. This has been achieved by the introduction of more responsive radial feeder drives delivering faster and smoother product flow. An improved user interface includes an ultra-fast touch screen ensuring quicker and easier set up, while the CCW-RV can also be operated remotely via wireless access with tablets, androids and smart phones. Enhanced security features include fingerprint verification access. The IP67-rated hygienic design features six degree sloping, self-draining feeder covers and a nine degree sloping, self-draining main body, which minimize bacteria traps and allow faster and easier cleaning to increase uptime. A new Power Management system provides three power modes (Full, Half and Eco), depending on operating conditions. This helps deliver 20 percent lower power consumption when compared to the previous market leading Ishida R series, offering manufacturers additional efficiency and cost savings. In addition, the CCW-RV maintains Ishida's legendary durability and reliability and its robust construction enables the weigher to operate reliably even in the most difficult environments. ■

Natural Refrigerants: Great Potential in Small Capacity Ranges

Natural refrigerants now have a firm place in the market as an environment friendly solution for industrial refrigeration. Even though many end users still rely on synthetic refrigerants, there are already signs today that these preferences will be redefined in future. In fact, this will be in favor of natural refrigerants, especially for refrigeration systems with smaller capacity ranges. It is not without reason, for example, that carbon dioxide has already been successfully used as a refrigerant in the deep-freeze area of many supermarkets for over ten years. Ammonia too, which until now has predominantly been used in systems over 100 kW, appears increasingly attractive for smaller systems. This is shown by the following case studies of the **eurammon** company members **Frigopol**, **Star Refrigeration** and **HKT Huber-Kälte-Technik**.



Frigopol cools biogas plant in Germany with ammonia
Frigopol Kälteanlagen GmbH, based in the Austrian town of Frauental relies on natural refrigerants for the sake of the environment. This was also clear to the operators of a biogas plant right from the start: the intention was to design their refrigeration to be environmentally friendly, in accordance with sustainability principles. The company installed two dual-circuit refrigeration systems with ammonia and a capacity of 2 * 20 and 2 * 100 kilowatts respectively. The system is used to cool the biogas plant's gas motors and keep the process water at a temperature between plus two degrees Celsius and plus six degrees Celsius at all times. With a total of eight separating hood compressors from Frigopol as well as suitable plate heat exchangers from **AlfaLaval**, dry coolers from **Güntner**, condensers from **Thermofin**, valves from **Danfoss** and oil separators from **Klimal**, the Austrian company was able to successfully implement the refrigeration system. 'We believe that the demand for applications in the low-capacity range will continue to grow. After all, such an

"...the intention was to design their refrigeration to be environmentally friendly"

eco-efficient solution is ideal for many areas in the food and non-food sector. That applies both to industrial and commercial use,' says *Johann Herunter*, managing director of Frigopol. If a position outdoors could be ensured, using an indirect refrigeration system with ammonia would also be practicable in sectors like the hotel and gastronomy trade.

Famous UK department store opts for carbon dioxide
An internationally renowned department store from London was also looking for an environmentally friendly and efficient refrigeration plant for the newly developed Thames Valley distribution center, Thatcham. The aim was to cool two small refrigeration rooms used for drinks and perishable foods. The department store contracted Star Refrigeration to plan this system. As a special solution for the small refrigeration rooms, the refrigeration specialist developed a customized carbon dioxide refrigeration plant. The single-stage trans-critical plant has a capacity of 20 kilowatts and is equipped with an Envicill DX system. With the aid of the carbon



dioxide gas cooler plus several compressors and an efficient evaporator control system using electronic expansion valves, the plant keeps both refrigeration rooms at a constant plus four degrees Celsius even in the middle of summer. 'The customer was looking for a future-proof solution with natural refrigerants. With the energy-efficient carbon dioxide refrigeration system, we have enabled the customer to reduce its carbon footprint and prevent any negative effects in terms of global warming and ozone depletion,' says *Andy Butler*, retail manager at Star Refrigeration. 'The result is quite astounding: our system helped the famous department store to achieve a high BREEAM assessment, an ecological evaluation for sustainable buildings, with its new distribution center.'

High energy-efficiency in small capacity ranges

The two practical examples make it quite clear: systems with small capacities can be successfully implemented using natural coolants such as ammonia or carbon dioxide. Not only is this good for the environment, but it also allows energy-efficient refrigeration solutions. 'Above all, applications like cascade systems with carbon dioxide in the subcritical range for deep-freezing and with ammonia for normal refrigeration are very efficient,' Herunter explains. *Karl Huber*, managing director of **HKT Huber-Kälte-Technik**, also sees the benefits of CO₂ in the low temperature level of cascades and subcritical applications: 'CO₂ will establish itself especially for supermarket refrigeration. Installing an additional refrigeration unit or a pressure compensation container allows excess pressure build-up to be prevented on these systems, even in the event of a stoppage or fault.'

"...systems with small capacities can be successfully implemented using natural coolants"

Set for the future with green refrigeration plants

Natural refrigerants such as ammonia and carbon dioxide are becoming increasingly important especially in small application areas. For suppliers of innovative refrigeration systems, above all this means a rapid growth in market potential. Current research, such as that carried out by *Behzad Abholhassani Monfared*, is also being focused on their use in residential buildings. Monfared, who took second place in the eurammon Natural Refrigeration Awards 2011, is developing an ammonia heat pump with seven kilowatt hours for a single-family house as part of his research project. 'The demand for refrigeration using natural refrigerants is noticeably increasing. After all, these systems are not only impressive in ecological, but also in economic terms. Higher acquisition costs than those for applications using synthetic refrigerants will be quickly recouped by considerably lower operating costs resulting from optimal technical design and dimensions,' explains Herunter. Huber also sees further market opportunities in future: 'With the development of innovative components, natural refrigerants can also be used where they are not yet so common. For the pilot project conducted by the student Behzad Abolhassani Monfared, we supplied a component that was fitted into the ammonia heat pump for a single-family house. We are convinced that many new applications with natural refrigerants will be prospectively put into place for private use too.' The development of refrigeration systems using natural refrigerants will, however, also largely depend on future ecological and political developments. Also the Montreal Protocol from 1987 and its ratifications promote the use of natural refrigerants. 'Against this background, an environmentally friendly natural refrigerant should already take preference in any case – even if it is "only" as energy-efficient as a synthetic one,' Huber adds. To achieve this, however, the task remains to break down existing reservations towards natural refrigerants. 'More clarification work is needed, especially when it comes to the end customers. Around 70 percent of companies still do not know that there is an environmentally friendly alternative for their refrigeration plant, with which they can save hard cash in the long run,' says Herunter, pointing out future potential for natural refrigerants in the end-customer business. ■

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تحتل المبردات الطبيعية الآن مكانة مهمة في السوق في مجال التبريد الصناعي إذ تعتبر حلاً صديقاً للبيئة. وبالرغم من اعتماد عدد كبير من المستخدمين على المبردات الاصطناعية تبرز دلائل تشير إلى اعتماد هذه الخيارات في المستقبل. في الواقع، سيصبح ذلك في صالح المبردات الطبيعية وخاصة بالنسبة لأنظمة التبريد الصغيرة. فالاعتماد الناجح لثاني أكسيد الكربون على سبيل المثال كمبرد في ثلاجات التجميد العميق في الكثير من محلات السوبر ماركت لأكثر من عشر سنوات ليس بالأمر العرضي. أما الأيونيا التي تستخدم بشكل واسع حتى اليوم في النظم التي تتعدى ١٠٠ كيلواط، فيزداد الطلب عليها في أنظمة التبريد الصغيرة. ويتضح ذلك من خلال دراسة حالات قام بها أعضاء من شركة eurammon وهم *Frigopol*، *Star Refrigeration*، *HKT Huber-Kälte-Technik*

The GEA Grasso Bluastrum Chiller

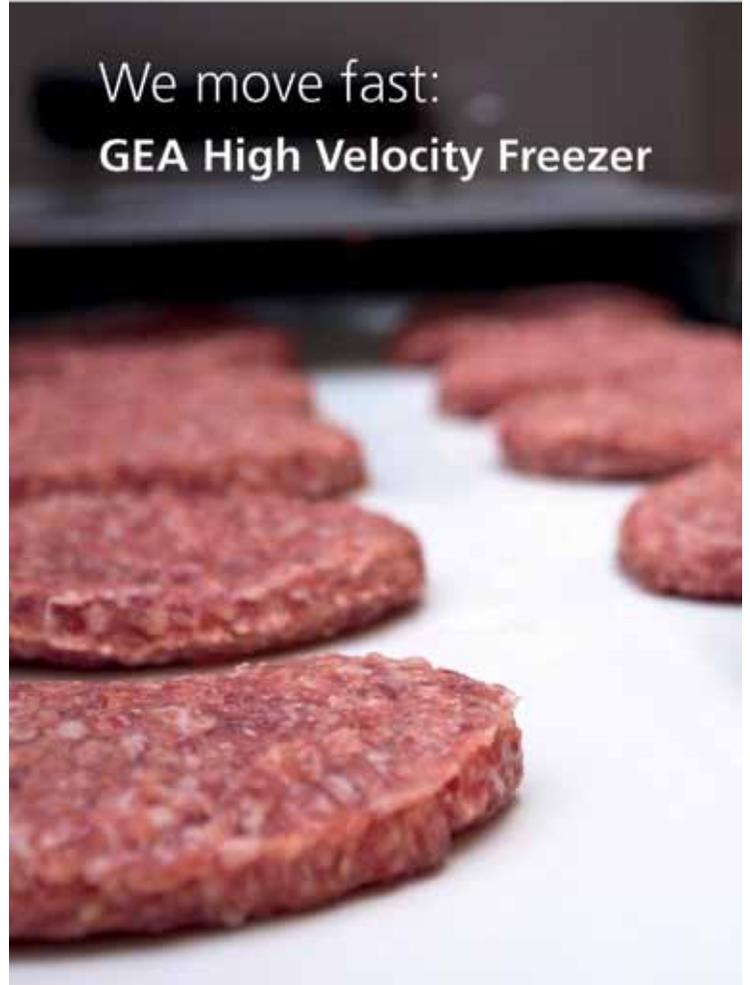


The compact chiller BluAstrum

On the occasion of ISH 2013, **GEA Refrigeration Technologies** presented chillers in the GEA Grasso BluAstrum range which are distinguished by their great efficiency under partial load in addition to their compact design and use of the natural refrigerant ammonia. With ESEER values over 8 (according to Eurovent, with supply/return flow temperatures of 7/12 °C), they are ideally suited for usage under various load conditions as typically encountered in such applications as air conditioning (AC). Unlike many conventional chillers, the BluAstrum reaches its maximum efficiency not at full load, as frequently required only on a few hot summer days, but during much more common conditions of partial load. With this characteristic, it operates during the majority of its operating period near its optimal operational point. The result is reduced power consumption on an annual average and, in turn, low operational costs for provision of air conditioning refrigeration. The slim dimensions and the quiet operation of the BluAstrum also make it highly effective for installation in relatively small machinery rooms, despite use of ammonia as natural refrigerant. Indeed: in comparison to conventional ammonia chillers with the same output, it suffices with approximately half the installation footprint. With regard to its condensers, engineering planners will in future also have the choice among combinations with air, liquid, or evaporative condensers. These chillers are available in six model sizes, with maximum refrigeration capacity of approx. 550 to 1730 kW. ■



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Feature

Beverages & Drinks

The Tea Market:

Boiling in the Middle East.....P.17

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The Tea Market: Boiling in the Middle East

Traditionally, black tea was the highest consumed beverage in the Middle East, but today the tea market is expanding to other products such as fruit/herbal tea, Rooibos tea and green tea. Several factors fuel this proliferation such as rising health awareness, growing number of expatriates and increasing number of shisha cafés. On the same note, the market for high quality loose leaf tea is experiencing strong growth in the region as its demand is increasing in fine dining establishments and hotels.

Factors behind the rise of new tea products

The proliferation of new tea products is fuelled by the rising health awareness in the region as well as the strong advertising campaigns such as Lipton Clear Green tea highlighting the health benefits of such products. Another example of a new tea variant that gained popularity because of its health attributes is Rooibos tea, a beverage based on a South African plant. According to Dubai-based clinical dietician *Hala Barghout*, Rooibos tea contains no calories and no caffeine, and researchers have found that it can help to lower blood pressure, boost the immune system, prevent liver disease, cut the risk of heart disease and help in the treatment of diabetes. On the same note, because RTD (ready-to-drink) tea is perceived as healthy, it is increasingly replacing soft drinks. According to **Euromonitor**, shelf space also plays a key role in raising awareness about certain products such as green tea and fruit/herbal tea, noting that these products enjoy a significant visible presence in major retail outlets, such as **Al Maya Supermarket**, **Carrefour** and **Spinneys**. Moreover, the rising number of expatriates, particularly Western expatriates who have returned to the region in the wake of the economic recovery, also drives sales of green teas, wellness teas, and blended herbal infusions due to their relevance in their home countries. Furthermore, this growth is attributed to the rise of shisha cafés where both expatriates and local, spend a long time and tend to drink tea.

The growing potential for quality loose leaf tea market

The market for high quality loose leaf tea is experiencing strong growth in the region. The growth of revenue in the retail sector is particularly increasing as the demand for loose leaf tea is increasing in fine dining establishments and hotels. For instance, the famous 7 star hotel Burj El Arab located in Dubai has introduced various tea concepts in several of its food and



"...because ready-to-drink tea is perceived as healthy, it is increasingly replacing soft drinks"

beverage venues. One of these concepts is the Asian Afternoon Tea in Junsui which consists of a pure Asian seven course menu, with a wide selection of loose leaf tea to choose from and every diner will commence with a signature Jasmine tea, prepared in-front of the guest. It is worthwhile to note that there are a number of factors influencing the growth of loose leaf tea market. As a start, it tastes better than tea bag and consumers are repelled by the tea bag concept where the taste and quality of tea is sacrificed at the expense of the tea bag. It is also perceived as a healthy product, and offers a wide variety of tea flavors. Lastly, consumers are appealed by the mystique aspect the loose leaf tea experience brings. ■

Prepared by

Soha Ghandour
Assistant Editor & Researcher

جرت العادة منذ القدم أن يحتلّ الشاي الأسود المركز الأول بين المشروبات المستهلكة في الشرق الأوسط. لكن تشهد اليوم سوق الشاي توسعاً لتشمل منتجات أخرى مثل شاي الأعشاب وشاي الفواكه وشاي روبيوس والشاي الأخضر. وقد أدت عدة عوامل إلى تعزيز هذا التنوع مثل زيادة الوعي الصحي وزيادة عدد المغتربين وتزايد عدد مقاهي الشيشة. وفي السياق نفسه، تشهد سوق أوراق الشاي العالية الجودة نمواً قوياً في المنطقة نظراً لارتفاع الطلب عليه في المطاعم الفاخرة والفنادق الفخمة.

Sidel Launches New Low-Output Solution

Beverage manufacturers can now benefit from aseptic technology for smaller production runs following the launch of a new low-output integrated aseptic blow-fill-cap solution from **Sidel**. Introduced in response to market demand, this new low-output aseptic Combi Predis™/Capdis™ FMa is based on the dry-preform and cap decontamination technology already successfully implemented and proven by major names in beverage manufacture throughout the world. With a standard output of 12,000 bottles per hour (bph) for a 1L bottle, the new low-output solution can accommodate high- and low-acid products packaged in all common bottle volumes required by the market, between 0.2L and 2L, with outputs of up to 16,000 bph. It brings a new dimension to Sidel's range of aseptic solutions, which, with capacities of up to 48,000 bph, has set the new aseptic standard for the beverage and dairy industries. Furthermore, in the dairy industry, low-output packaging solutions are common, particularly in UHT milk production. The new low-output aseptic solution offers competitive PET packaging solutions for this market. It also creates potential differentiation through innovative packaging while providing the capability

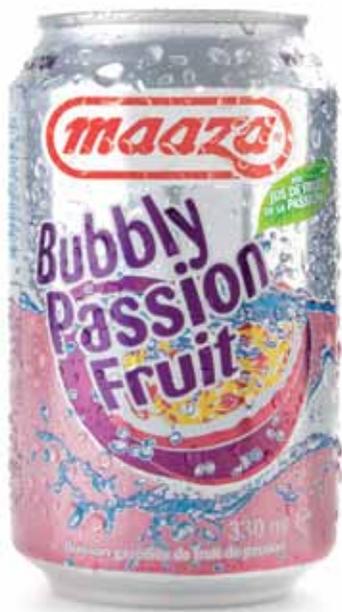


Combi Predis™/Capdis™ FMa is based on the dry-preform and cap decontamination technology

to easily handle different shapes and formats. The new low-output version is based on the worldwide success of Sidel's dry-preform and capdecontamination system - Predis and Capdis - which enables the sterilization of all types of preforms and caps within an integrated blow-fill-cap solution. ■

Maaza Bubbly Sparkles all Around the World

Since the launch in 2011 **Infra Foodbrands** has expanded the sales of its new range of sparkling soft



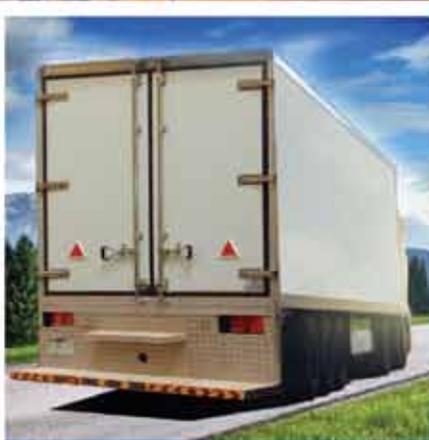
Maaza Bubbly 33cl can Passion Fruit

drink Maaza Bubbly in Europe, Africa and the Caribbean. The two refreshing flavors: Maaza Bubbly Mango and Maaza Bubbly Passion Fruit fulfill the growing need for a carbonated tropical fruit drink. Maaza was the first brand to specialize in tropical fruit drinks and juices, and it has the widest selection of products and the deepest market penetration in this segment. Maaza Mango dates back to the late Sixties and originated in India, the largest mango growing country in the world. The beverages are made of natural fruit purees, contain no artificial coloring, aromas and flavors, and have high juice content (6 percent). Maaza is available in ten different fruit flavors and nine types of packages: glass, PET, cans and cartons.

Infra Foodbrands develops designs, distributes and markets a variety of beverages and juices, which are supported by marketing and promotional campaigns. Sales are handled by a network of distributors in Europe, West Africa, the U.S. and the Caribbean region, using the worldwide connections of Rotterdam Main Port. Its best known brand is Maaza, a series of tropical fruit drinks and juices. Then there is Sunland, a wide selection of 100 percent fruit juices. In a few months Infra FIX will introduce a 100 percent natural coconut water drink. ■

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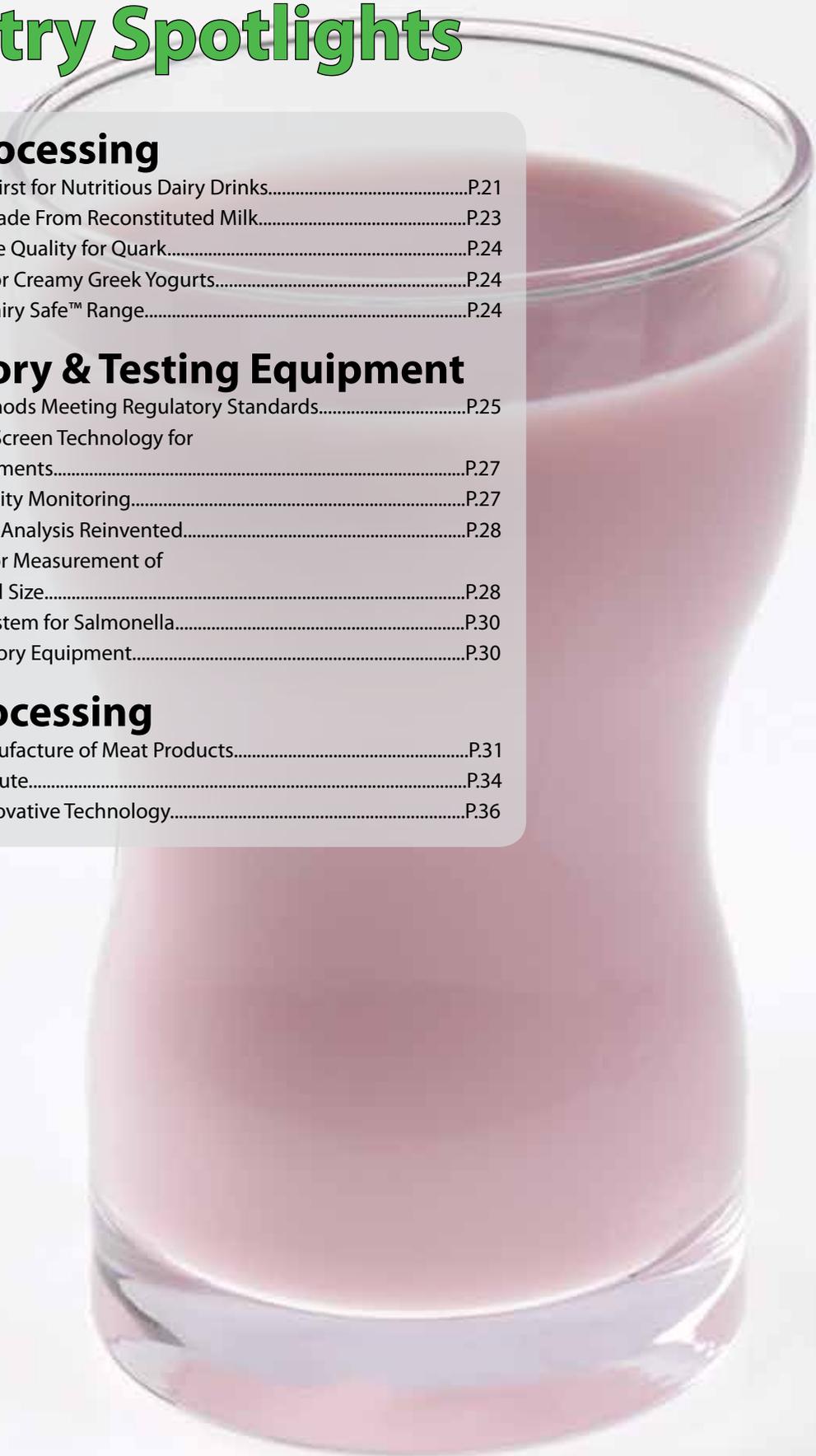


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Industry Spotlights

A large, clear glass filled with a vibrant pink smoothie, positioned on the right side of the page. The glass has a wide rim and a slightly tapered body. The smoothie is a uniform, bright pink color. The background is a soft, light gray gradient.

Dairy Processing

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Quenching the Thirst for Nutritious Dairy Drinks

Consumers in the Middle East region are stepping up their long tradition for including dairy products in their staple diet. Amid predictions of a 30 percent rise in global dairy consumption over the next decade, the Middle Eastern region is among the markets that are increasing milk imports to match growing local demand, bringing many new opportunities for dairy companies to expand their market share. For manufacturers, new product development potential lies in the growing consumer interest in dairy drinks with an improved nutritional profile and higher quality overall.

Innovation starts with the basics

In a region where fresh milk is in scarce supply (due to dry climate), all innovation starts with the right technology for producing good recombined milk. Key tools in that respect are the tailored, heat-tolerant blend of emulsifiers and stabilizers that bind milk powder, butterfat and water into a stable emulsion with characteristics very similar to those of fresh milk. Sedimentation and fat separation are two of the common defects in recombined milk that an efficient emulsifier-stabilizer system is able to prevent. The protective membrane around the fat globules is particularly sensitive to change during the homogenization process, influencing the stability of the milk and consumer enjoyment when drinking it. Here, a specially selected emulsifier is able to safeguard fat emulsion stability and improve creaminess. Furthermore, emulsifier-stabilizer systems are also valuable components in the flavored milk drinks that are intensely popular in the region. Although value sales growth has fallen back over the past two years from earlier highs, **Euroonitor** was still able to report a 5.6 percent increase in 2011-2012 for the Middle East and Africa. Egypt, Morocco, Saudi Arabia, Tunisia and Turkey, however, maintained a double-digit swell in value sales, with growth in Iran reaching an exceptional 41.7 percent. Chocolate milk presents manufacturers with a particularly tough stability challenge, where stabilizer combinations of microcrystalline cellulose (MCC) and carrageenan offer a helping hand. In chocolate milk filled at temperatures above 25°C, such stabilizer blends can prevent the sedimentation of cocoa particles during shelf life. Fortifying calcium particles can also be kept in suspension, maintaining a creamy mouthfeel and visual appeal. Positive stabilizing benefits are further seen in low-cost formulations, including those with reduced protein content.

Exploring new textures

Carrageenan, derived from red seaweed, has gained special recognition for its valuable functionality in flavored milk drinks. New carrageenan products have recently brought a broader range of stabilization opportunities to complex beverage systems, allowing new innovative textures to be explored. Viscosity also remains



“...a specially selected emulsifier is able to safeguard fat emulsion stability”

virtually constant in storage, ensuring the mouthfeel that consumers demand, without a hint of sliminess or a fatty taste. The source of the outstanding stabilization power can be traced to the carrageenans' mode of reaction with milk proteins and salts in beverage formulations. This is what makes some of the new-generation carrageenans particularly suitable for fortified dairy beverages with added protein, fiber, vitamins and/or minerals. As in many other international markets, the Middle Eastern trend towards mainstream food and beverage products with an improved nutritional profile is behind a rising need for such functional ingredients.

Focus on bone health

Bone health has emerged as an important focus area for the region, following reports by the **American University of Beirut Medical Centre** that the world's highest incidence of osteoporosis is found in the Middle



“When developing dairy beverages, an efficient fiber is required”

East and Africa. In the UAE, research by the **Emirates Osteoporosis Society** has further revealed that 78 percent of the population, especially women, are deficient in vitamin D, a consequence of the high outdoor temperatures which cause people to seek the shade, the dress culture, diet and several other factors. In bone health and osteoporosis prevention, the calcium naturally present in milk plays an essential role, a fact well known to consumers who have long recognized both calcium and vitamin D, which supports calcium absorption, as key nutrients. In recent years, however, research has revealed that their beneficial impact can be further enhanced through the addition of another ingredient: vitamin K2, which is vital to the binding of calcium to bones. The vitamin K2 of primary focus is menaquinone-7 (MK-7). According to research, it is this form of the vitamin that the body can most easily absorb, bringing the greatest bone benefits. Today, both natural and synthetic forms of the vitamin are commercially available for the fortification of dairy beverages and other food products.

Multiple gains with fiber

Further potential for developing new added value products lies within the area of digestive health and weight management. Here, manufacturers can look for fiber ingredients based on polydextrose to achieve both ef-

fects. In digestive health, the positive impact of fiber on bowel function is well known. When developing dairy beverages, an efficient fiber is required that is ‘invisible’ to the senses, having no impact on viscosity and mouth-feel, exactly the functionality that polydextrose can provide. The documented prebiotic effect of polydextrose also stimulates the growth of a healthy gut microflora, a pre-condition of good health and well-being. Newer studies have drawn attention to the usefulness of polydextrose in beverages aimed at weight management. Polydextrose contributes just one kilocalorie per gram, and is a fiber ingredient that has been found to promote satiety. Apart from the nutritional gains it provides, it is well suited to the pasteurization and UHT processes used in dairy. A further benefit is that it does not contribute to sedimentation, the common defect managed by stabilizers and emulsifiers.

Cleaner, more cost effective

Superb stabilization optimizes production as well as the final beverage products by limiting the amount of sediment that accumulates on the processing line. As an extra support, dairies can today draw on specially tailored enzymes. Added to the liquid milk product before UHT treatment, these enzymes limit fouling (the build-up of caramelized sediment) on the heat exchanger inside the UHT unit. Immediate benefits include increased processing uptime, due to the reduced frequency of cleaning cycles, and higher production yield. The subsequent reduction in energy, water and chemicals used for the cleaning process cuts costs significantly.

Ingredients that add value and reduce processing costs are the lifeblood of food manufacturers operating in a competitive market. This is the situation dairy manufacturers face in the Middle East, where the forecasts still point to a dairy beverage market ripe with possibilities to innovate and grow. Their great advantage is that the ingredients they need are commercially available from knowledgeable ingredient suppliers capable of serving as competent partners in new product development projects. With that kind of support, innovative dairy beverages are just a good idea and the right ingredients away. ■

Source:

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يزداد استهلاك منتجات الألبان في النظام الغذائي لمستهلكي منطقة الشرق الأوسط. وفي حين أنه من المتوقع أن يرتفع الإستهلاك العالمي للألبان بنسبة ٣٠ في المئة خلال العقد المقبل، تتزايد واردات الحليب في منطقة الشرق الأوسط لتلبية الطلب المحلي المتزايد. وبطبيعة الحال، فإن هذا الطلب سيخلق العديد من الفرص الجديدة لشركات الألبان في محاولة لتوسيع حصتها في السوق. بالنسبة للمصنعين، تكمن إمكانات تطوير المنتجات الجديدة في اهتمام المستهلكين المتزايد بمشروبات الألبان ذات جودة أفضل وخصائص غذائية مُحسنة.

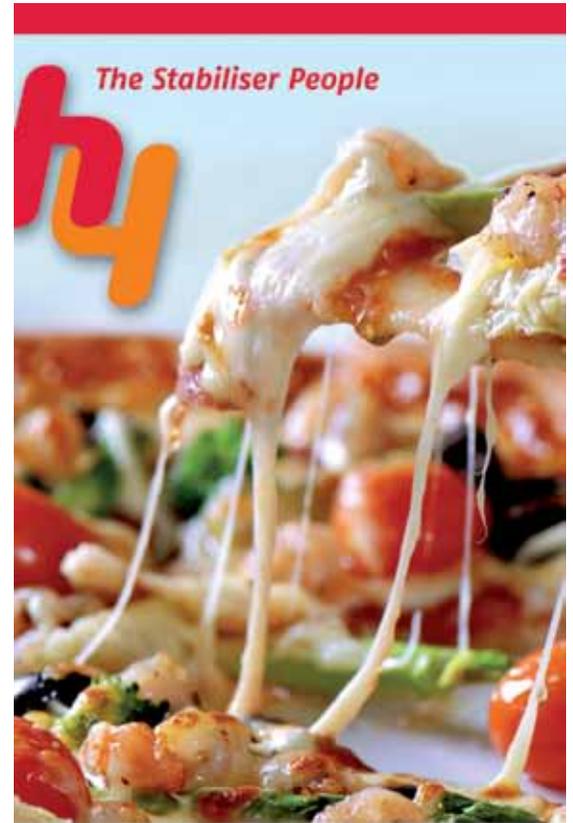
Joghurt Shakes Made From Reconstituted Milk



Hydrosol yoghurt shake

On warm summer days, many regions experience a sharp rise in the sale of cultured dairy products like drinking yoghurt. In order to help dairies boost their sales, **Hydrosol** has long been offering stabilizing systems for trendy yoghurt shakes. But now the research scientists have succeeded in developing combinations of active ingredients with which manufacturers can produce yoghurt shakes from reconstituted milk, a great advantage, especially in hot countries where fresh milk is scarce. The stabilizing system Stabimuls RMWW has greatly enhanced the properties of yoghurt made from reconstituted milk. Several challenges have to be met when developing yoghurt shakes. Firstly, the pH of yoghurt is lower than that of classic milk shakes; secondly, the viscosity is already higher. "The difficulty lies in developing a hydrocolloid compound that results in a stable foam in an acid environment", product developer *Sebastian Barsch* explains. "On the one hand, the compound has to achieve the purpose of a stabilizer, and on the other

hand the yoghurt shake must not gel. Moreover, the stabilizing system must ensure an optimum, light mouth feel." The synergistic effects of different hydrocolloids enable the functional systems to create a pleasantly foaming yoghurt shake even with end products containing different percentages of yoghurt. Furthermore, it is simple to use: first, a reconstituted milk product is made up from dried milk and water with the aid of Stabimuls RMWW. Bacterial cultures then turn this into yoghurt, which is processed into a yoghurt shake with the stabilising systems from the Stabisol MSM series. To do this the functional system is blended with hot water, which serves to activate the stabiliser. The mixture is then added to the yoghurt. This step is followed by a swelling time which ensures that the stabiliser mixture combines with the yoghurt to form a protective colloid for the protein. With the aid of this stabilizing system, dairies can create new, top-selling products from reconstituted milk on their existing plant and that in several different flavors. ■



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Chadwicks Provide Quality for Quark

Clondalkin Group Company Chadwicks has produced high quality pre-cut-lids for **First Milk's** unique and recently launched new product development, Lake District Dairy Co. Quark available in three flavors, Original, Lemon and Vanilla. The company worked closely with First Milk and their other packaging partners in order to develop a color matched lid that provided consistency with the existing pot labeling which are printed using a different print process. Chadwicks produced the five colors lids on 50 micron Polyester on the MPS-EP410 UV flexo press for the range which is positioned as a naturally fat free dairy ingredient that is great for cooking, baking and mixing. The range also boasts some great nutritional credentials high in protein, and low in salt and sugar. *Claire Adams*, Sales Manager said "In isolation this job may not be viewed as a particularly challenging lid. However, the important requirement was to ensure that clarity of color was maintained and consistent with the in mold labels used on the pots. We produced a number of trials to ensure that the match was precise and the results we have achieved are excellent." *Claire Irvine*, Brand Manager at First Milk said; "Chadwicks were a



Chadwicks's high quality pre-cut-lids for Lake District Dairy brand

pleasure to work with and offered support and advice throughout the process to ensure that our needs and deadlines were met. Achieving the best shelf appeal possible is crucial to retail sales and we are delighted with the outcome." ■

PROMILK® 600A for Creamy Greek Yogurts



Ingredia Functional offers innovative solutions, linked with the last consumption trends. Thus, in front

of a strong request of healthy but tasty products, the company developed PROMILK® 600 A through a Greek Yogurt recipe, creamy, tasty but above all healthy. The ingredient is a natural milk protein, obtained with a specific process which brings it high functional properties of water binding and emulsifying. Its use is ideal for Greek Yogurt processes, with or without separation. It brings to the final product creamy and unctuous texture while preserving a well-balanced nutritional profile. It also is an easy-to-use solution thanks to its good wettability and dispersibility capacities. Through its expertise in milk's cracking and market knowledge, Ingredia Functional offers innovative and functional solutions to the food industry. Expert on innovation, the company works alongside its customers to increase the performance of their products and support them to set out to capture new markets. ■

CSK Introduces Dairy Safe™ Range



Cost reduction by reducing down-graded cheese is increasingly important. To prevent cheese downgrading due to microbial defects **CSK food enrichment** has developed Dairy

Safe™ cultures. In this respect natural preservation has become more and more the standard, since the use of nitrate should be declared and is undesirable for further processing of whey. Additionally, natural preservation fits well with the demand for authentic and clean labeling cheese produced without additives. The company has thus invested heavily in the development of a new generation Dairy Safe™ range. This new generation culture has an improved resistance to bacteriophages. A natural preservation in combination with an optimal acidification and high cheese quality is the result.

CSK food enrichment supplies dairy ingredients to the food industry. With a track record of more than 100 years in the Dutch dairy, the company has grown into an international player with great skills and a long experience in dairy products. ■

Food Testing Methods Meeting Regulatory Standards

Globally, there has been progressive development of somewhat prescriptive food safety regulations to provide consumer protection against chemical residues and contaminants in food. Concurrently laboratory methods using sophisticated instruments have developed very sensitive and specific detection of contamination. This article provides a simple high level overview of the challenges in both understanding food safety regulations and the requirements for food testing.

Challenges of trace analysis of foods

Food analysis involves extraction, sample purification (known as clean-up), chromatographic separation, detection and measurement. Extraction isolates target chemicals with molecular weights generally <1000 from the bulk foodstuff separating from proteins, fat, carbohydrates etc. This food extract is still complex and the next step is clean-up which selectively removes natural food constituents and concentrates the target compounds. Finally, using chromatography, the target chemicals are separated so they can be individually measured free of interference. Either gas chromatography (GC) is used to separate volatile compounds or liquid chromatography (LC) to separate higher molecular weight chemicals. There are a range of detection options, but most modern laboratories use mass spectrometry (MS) coupled with chromatography, so one would talk about GC/MS and LC/MS being employed. Selecting a 'fit-for-purpose' analytical method and ensuring it performs well for the target residue or contaminant, and is suitable for the specific food matrix is demanding. Some methods are aimed at measuring a single compound e.g. the mycotoxin aflatoxin B1, whereas other methods aim to screen for several hundred chemicals e.g. multi-residue pesticide methods. Food matrices also vary from relatively simple liquids like milk to complex foods like meat and fish with high levels of fat and protein, where matrix-binding of the target chemicals can occur. It is worthwhile to note that food analysis is expensive and it is important that those involved can feel confident in getting meaningful results.

Sensitivity of analytical techniques

Risk assessment of chemicals in food determines potential human exposure and through risk management, maximum levels of these chemicals are prescribed in regulations. Maximum limits can range from tens of parts-per-million (ppm) for substances like the mycotoxin deoxynivalenol, to parts-per-billion (ppb) for aflatoxins down to very low levels expressed as part-per-trillion for the hazardous contaminants like dioxins. It is sometimes helpful to try to visualize what these small amounts really mean, so 1 ppm which is 1 mg/kg equates to 1 gram in a ton of food. 1 ppb is a microgram/kg and being 1000 times smaller than a



"[...] 20-25 percent of the fat in an ice cream recipe can be only replaced by emulsifiers, stabilizers and good processing"

ppm, equates to the challenge of being able to measure 1 second in 32 years. The lowest level measured is in units of part per trillion (ppt) and 1 ppt equates to 1 grain of sugar dissolved in an Olympic swimming pool. This illustrates that the levels which are dealt with in food as residues and contaminants are very low indeed, making it quite extraordinary that identification and accurate measurement is carried out routinely.

Agrochemicals and veterinary drug residues

Around 800-1000 agrochemicals are approved worldwide for use in crop production. Approval is for use of specific agrochemicals in specified crops, maximum use levels and specified post-harvest intervals. The post-harvest interval is the time between the last treatment and harvesting to ensure residues have declined sufficiently. Maximum residue limits (MRLs) are set for all pesticides and are met by following Good Agricultural Practice (GAP). In the first 4 months of 2013 there were 684 notifications through the **EU Rapid Alert**



System for Food & Feed (RASFF) of pesticide residues being non-compliant with EU limits of which 80 per cent concerned consignments of fruit and vegetables. In animal husbandry some veterinary medicines such as growth promoters are banned substances, whereas others are essential to control disease in meat and poultry production and fish farming. Approved medicines must only be used for treatment of designated animal species and withdrawal periods which are the time between the last treatment and the slaughter of the animal must be observed. MRLs are set for approved veterinary medicines, whereas any detectable residue of a banned substance is non-compliance. In the first 4 months of 2013 there were 74 RASFF notifications of veterinary residues exceeding EU limits.

Environmental contaminants and natural toxins

Environmental contaminants in food derive from pollution of air and water e.g. from incineration, particularly

“Natural toxins include plant toxins, fungal toxins and marine biotoxins”

with very stable chemicals which can accumulate in the food chain. Dioxins, PCBs, polycyclic aromatic hydrocarbons (PAHs) and heavy metals are some examples of the very many environmental contaminants. There were 37 RASFF alerts in 4 months of 2013 mostly for dioxins and PAHs, but 170 alerts concerned heavy metals exceeding EU limits in fish and fish products. Natural toxins include plant toxins, fungal toxins (mycotoxins) and marine biotoxins. Mycotoxins are fungal toxins and occur in nuts, cereals and dried fruit, and marine biotoxins occur predominantly in shellfish. There were 79 RASFF alerts for mycotoxins in 4 months of 2013, and 20 alerts for marine and plant toxins.

Heat process contaminants and packaging migration

Process contaminants are undesirable chemicals formed during heat processing of foods. Many process contaminants such as acrylamide and furan are not regulated, and only 3-monochloropropanediol (3-MCPD) in soy sauce has EU limits. Food packaging, whilst on the one hand protects foods and extends shelf-life, can also give rise to chemical contamination, and there are strict rules concerning the chemicals permitted to be used in manufacturing plastics packaging. Plasticizers used in cling-film, mineral hydrocarbons, BADGE from can coatings and plastics monomers are all examples of contaminants arising from packaging.

There is no substitute to in-depth experience in food testing and consultancy advice can be very cost-effective in understanding the issues facing specific sectors and implementing appropriate safety and quality control measures. Furthermore, as illustrated above sources of food contaminants are numerous, and effective test methods are becoming increasingly sophisticated to achieve desired regulatory performance. On another note, to facilitate global trade, harmonization of standards for food is being achieved through **Codex Alimentarius**. This necessitates common standards for testing and improved infra-structures of laboratories both governmental and within the food industry. The challenge is not only investment in sophisticated instrumentation, but also training and recruitment of well-educated laboratory staff. Meeting safety and quality standards is critical for maintaining confidence in the food supply chain. ■

Source:

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تطورت قوانين سلامة الأغذية على الصعيد العالمي بهدف توفير حماية المستهلك ضد المخلفات الكيماوية والملوثات الموجودة في المواد الغذائية. لا شك أن الملوثات الغذائية كثيرة، وتزداد طرق الإختبار الفعالة تطوراً لتحقيق الأداء التنظيمي المطلوب. نتيجة لذلك، ساهمت الطرق المخبرية التي تستخدم أدوات معقدة بتطوير تقنيات محددة وعالية الدقة للكشف عن أدنى مستويات التلوث. توفر هذه المقالة نظرة عامة عن التحديات التي تواجه أنظمة سلامة الأغذية واحتياجات إختبارها.

Brookfield Touch Screen Technology for Viscosity Measurements

Brookfield has created the most advanced user experience in viscosity measurement by combining the ease of touch screen technology with the world-standard features of the series of DV-II Viscometers and DV-III Rheometers. The result: a sleek new way to quickly and reliably measure viscosity with the new generation of Brookfield DV2T Viscometers and DV3T Rheometers. A modern 5-inch color touch screen guides DV2T users through test creation and data gathering analysis for fast and easy viscosity measurements. The DV2T also offers new programming capabilities and results analysis including data averaging and QC limits with alarms. User instructions with multi-step protocols can be created on PC based software and uploaded to the DV2T through a USB Flash Drive. Test data can be printed directly on a local printer or sent to a PC. The new interface also provides customizable user levels with password access for compliance with regulatory requirements such as 21 CFR Part 11. The Brookfield DV3T Rheometer offers all the capabilities of the DV2T but with even more powerful



The new generation of Brookfield DV2T Viscometers and DV3T Rheometers

tools. The 7-inch touch screen conveniently displays viscosity measurement with temperature control, yield stress determination, and on screen data graphing and analysis. This fully automated instrument also allows for quick and easy single point test capability. ■

Continuous Viscosity Monitoring

The Hydramotion ReactaVisc RV3-HT1, viscometer by viscometer specialists **Hydramotion Ltd**, provides continuous real-time dynamic viscosity measurement



The Hydramotion ReactaVisc RV3-HT1

in reaction vessels of virtually any capacity, making it ideal for monitoring changes in viscosity during the course of a reaction. It can be used in fluids with viscosities from 0 up to 500,000 centipoise (cP) at temperatures up to 250 °C without requiring any special cooling. Furthermore, viscosity is measured every two seconds and displayed on the separate VP550L signal processor unit with an accuracy of ± 1 percent of reading. Outputs include a fully configurable 4-20 mA analogue viscosity signal and a USB link for direct connection to a PC. The immersion depth of the sensor can be adjusted at will, making it easy to use the viscometer in differing volumes of fluid or in vessels of varying capacity. It is worthwhile to note that calibration is unaffected by fluid level or the size of the vessel. The instrument is factory-calibrated to certified viscosity standards traceable to NIST, and no recalibration is needed. The sensor is a single all-welded 316 stainless steel construction with no moving parts, so routine maintenance is not required. The optional ViscoLink software package for PC enables all measurement data to be viewed and logged for analysis. Shipped ready for immediate use, the ReactaVisc can be in place and working within minutes of being unpacked. ■

Soxhlet-Based Fat Analysis Reinvented

FOSS announces the Soxtec™ 8000 extraction unit and Hydrotec™ hydrolysis unit, the first fully automated solution for total fat analysis with the Soxhlet method. Consisting of an extraction unit, a hydrolysis unit and a single Hydrocap filter that is common to both units, the Soxtec™ 8000 allows hydrolysis and Soxhlet analysis to be performed in one integrated laboratory process. Other advances in the automation of fat analysis include a solvent dosage dial for improved safety and minimal operator time. Smart water cooling only starts when actually required, self adjusting hotplates ensure optimal heat transfer to extraction cups and the hotplates can be individually switched on an off. Additionally, the unique filter system that goes all the way through hydrolysis to final extraction allows users to avoid filter to filter transfer. This saves time and labor and avoids the risk of human error and associated costs. An optional extra six position unit in the extraction phase allows batch handling of up to 12 samples using the same control unit. Plus, an automatic shutdown feature allows out of hours operation. FOSS Laboratories market manager *René Fuhlendorff* said: "This is really a reinvention



The Soxtec™ 8000 extraction unit and Hydrotec™ hydrolysis unit allow for total fat analysis

of doing fat analysis for laboratories. For instance, the Hydrocap single filter going all the way through from weighing to hydrolysis and finally to extraction can really make life easier for laboratories and improve their throughput at reduced cost." ■

ANALYSETTE 28 for Measurement of Particle Shape and Size

The new **FRITSCH** ANALYSETTE 28 does not only measure the particle size but also supplies reliable statements about the particle shape, via Dynamic Image Analysis. This is ensured by the integrated high-performance camera with 5 megapixels, telecentric lenses



The new ANALYSETTE 28 ImageSizer

as well as the provided comprehensive library with numerous shape parameters. This makes both models (the ANALYSETTE 28 ImageSizer and the ANALYSETTE 28 ImageTec) the ideal measuring instruments for easy quality control in various areas of application and is the fast alternative to sieving. Even evaluation of the measuring results is uniquely simple with this new device. The analysis image shows all the particles in the form of a cloud: the FRITSCH Cloud. It offers many more possibilities for recognising the most important measurement statements at a glance. Regardless of whether one would like to display the oversized grains – with an extremely low detection limit or the single image analysis for direct measurement of each particle from each individual image or one would like to display agglomerates, which are recognized and can be specifically separated during evaluation. The FRITSCH Plus: Even external images, for example from a microscope, can be loaded in the evaluation software and evaluated without problems. Its x-axis and y-axis can be freely defined from an extensive library of shape parameters and adapted exactly to each task. ■



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DuPont™ BAX® System for Salmonella

The **DuPont™ BAX® System** assay for detecting Salmonella is the first method to undergo a new approval process by **AOAC INTERNATIONAL** utilizing expert review panels has been recognized as AOAC Official MethodSM of Analysis (OMA) 2013.02. This molecular-based method uses polymerase chain reaction (PCR) technology and real-time detection to deliver fast and accurate testing results. Building on previous certification of Performance TestedSM claims by the AOAC Research Institute, the OMA validation studies demonstrated consistent reliability and repeatability of the BAX® System method when testing for Salmonella in a variety of food types such as meat and seafood, beef trim, poultry and eggs, dairy products, produce, cocoa, pepper and infant formula, along with pet food and environmental samples. "With this latest approval, our entire portfolio of BAX® System Salmonella assays is OMA-approved," said *Doris Engesser-Sudlow*, global diagnostics leader, DuPont Nutrition & Health. "This means that food companies can choose among our certified methods for the best fit with their food protection needs, confident that each will provide consistently accurate results."



The DuPont™ BAX® System assay for detecting Salmonella

DuPont Nutrition & Health addresses the world's challenges in food by offering a wide range of sustainable, bio-based ingredients and advanced molecular diagnostic solutions to provide for safer, healthier and more nutritious food. Through close collaboration with customers, the company combines knowledge and experience with a passion for innovation to deliver unparalleled customer value to the marketplace. ■

TEKPA for Laboratory Equipment

TEKPA was established in 1994 and has been working in the field of laboratory equipment for grains, flour and cereal with the objective to manufacture laboratory and quality control devices used in the production of food products. Since then the company always maintains the focus on utilization of technological



TEKPA a specialist in the field of laboratory equipment for grains, flour and cereal

developments to preserve natural and nutritional qualities of wheat grains. Through its knowledge and experience gained over the years, it has applied innovative ideas to its products which has improved the functionality and use of many of its instruments and devices, so as to lower costs and improve productivity. Furthermore, it has become one of Turkey's major companies due to its hard and dedicated work. Currently the company has more than 2600 local customers and export to over 30 countries, worldwide and all of its products are manufactured in accordance with the ICC norms and standards. The Turkish company lays great importance on its customers and customer satisfaction as it is fundamental for sustainable business development. Additionally, its team is dedicated to provide a competent service to its customers and to support customers before, during and after sales. Some of the company's manufactured products are: FlourTestingDevice, DoughTesting Device, Tubular wheat sample grinder / Prodigy2, Gluten washing instrument, Gluten index instrument / Gluteks, Gluten drier, Automatic falling number test instruments / Falling Star2, Sedimentation test instrument, Ash Furnace, Hectoliter, Automatic Sample Probe, Digitograph, Portable Harvester. ■

Trends in the Manufacture of Meat Products

The global meat industry is growing and the consumption of fresh meat worldwide has increased by some three percent a year over the past five years. And, as a result of the increasing development of the highly-populated threshold countries and the growing importance of meat in the diet, consumption is set to continue to rise further in the coming years. Since meat products always contain spices and condiments and since technically effective additional substances are also used, the mood among suppliers of ingredients and additives is also buoyant overall. Alongside a concentration on product safety, it is also important to have a good nose for consumer trends.

"Clean Label" recipes and convenience products

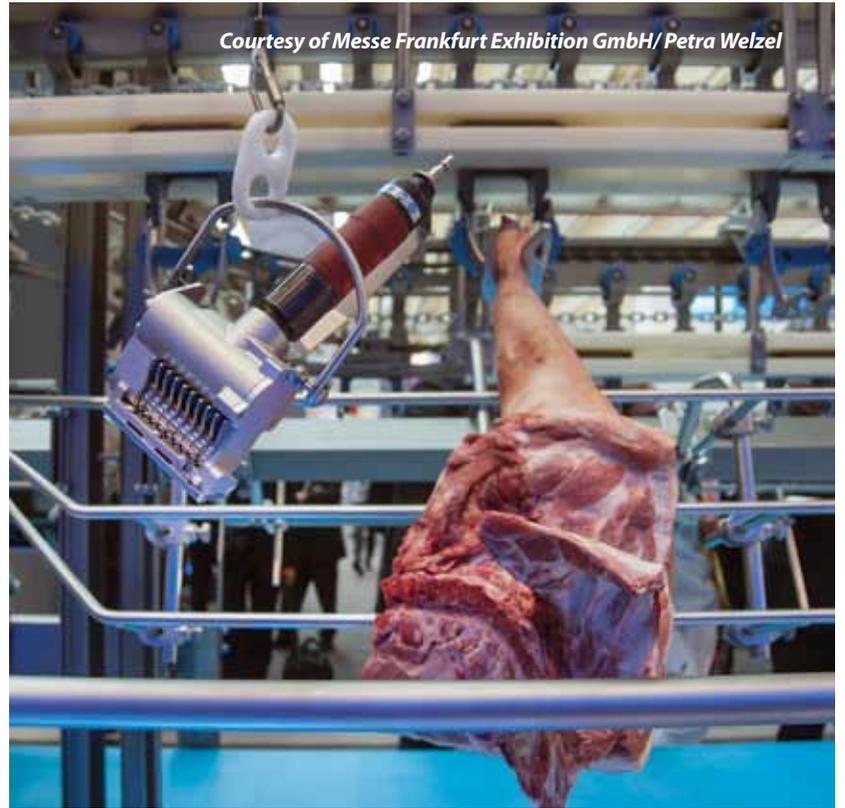
The reduction of additives, together with the absence of declarable additives, represents an unmistakable trend in the sector. Spice manufacturers are therefore offering 'Clean Label' recipes for the most diverse product groups. Glutamate is avoided in all these recipes and there are ideas around for reducing salt particularly in cooked sausages. As well as its use for traditional products such as salami or liver pâté, 'Clean Labeling' is also currently applied to barbecue spices and marinades. Moving forward, the proportion of convenience products has been increasing for years and the trend towards marinating meat continues unbroken. In the world of convenience foods, meat is becoming a product prepared in advance and ready to cook; as such it reflects the trend towards 'convenience cooking'. Marinades, with new (some of them exotic) tastes and integrated technical effects are the thing of the moment. There is also a trend for pre-cooked vegetable mixes with spicy fillings and strong hotpot concentrates.

Food safety and standardization

The improvement in food safety and product quality is a topic that is preoccupying the entire meat-processing sector. Spice manufacturers have important new approaches to offer for keeping meat and meat products fresh, including, for example, the use of natural extracts. For fermented foods there are starter cultures and protective cultures that have an important contribution to make to food safety. This applies particularly if the ingredients are not heated, as in the case of cured raw sausage manufacture. The manufacture of standardized meat products, too, continues to be a trend in the sector as before. In this area, there has recently emerged an extensive range of innovative possibilities based on enzymes and hydro-collides. This results in the availability of products of a kind that, in terms of size and quality, can be used both by the end consumer and in canteens and other large-scale catering institutions.

Snacking and appearance

"Walking food" and "Snacking to go" describe current



Courtesy of Messe Frankfurt Exhibition GmbH/ Petra Welzel

"...meat is becoming a product prepared in advance and ready to cook"

developments, especially amongst the younger target groups. The spices and condiments industry offers specialist retailers and snackbar operators' appropriate concepts for these trends in food consumption. Characteristic spiced sauces and set products are an aid to standardization and thus make it easier to produce food in situ. When it comes to the "Snacking to go" segment, there is some appealing take-away packaging on offer that can be used for takeaway sausage with curried sauce, hotpot, shashlik and similar dishes popular in Germany. On another note, spices and herbs are not only used to refine the taste of foodstuffs, they are increasingly finding application as a way of enhancing the appearance of food, too. Spiced foils, covered in layers of decorative herbs and spice mixes make it easier, for instance, to manufacture cooked cured meat products. Other innovations for sausage packaging, that involve additional useful features, are



Middle East
Food
مأكولات الشرق الأوسط



Middle East Food (MEF)

June 2013 / Vol. XXIX Issue 6

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



The ability and versatility of **Marel's** highly successful PolySlicer 1000 have been boosted with the addition of an all new interleaver that enables the machine to slice and interleave up to 700 slices per minute depending on product. Stacks or shingles of cheese, cooked and cured meats can all be successfully sliced and interleaved on the machine, demonstrating its remarkable versatility and widening its appeal to meat and cheese processors of all sizes.



Courtesy of Messe Frankfurt Exhibition GmbH/Jochen Günther

Prices of raw materials and supply

Because of the economic development of the threshold countries, major increases in the demand for and price of individual raw materials have been recorded over the past few years. The spice industry has also been hit by the global increase in the price of agricultural raw materials. And the price of natural casings has spiraled dramatically, too. In the meantime, an interesting market has grown up for alternatives to natural casings, such as edible sheep casings, for instance. These alternative products have additional properties with advantages in the processing. In many export countries in the world, meat is a raw material that is not always available in the required quantities. The spices industry is offering solutions for this situation, too, with recipes that use modified starches, plant proteins and hydro-collides. ■

Source:

Messe Frankfurt

Web: www.messefrankfurt.com

also being presented. With them, the color and taste of the product can be positively influenced, too.

شهدت سوق اللحوم الطازجة استهلاكاً متزايداً في جميع أنحاء العالم سجّل نسبة ٣٪ سنوياً على مدى السنوات الخمسة الماضية، وعلى ضوء هذا الإستهلاك، تزداد صناعة اللحوم على صعيد عالمي. ونتيجة تطور البلدان النامية ذات الكثافة السكانية العالية وازدياد أهمية اللحوم في النظام الغذائي، من المتوقع أن يزداد هذا الإستهلاك في السنوات المقبلة. وباعتبار أن منتجات اللحوم تحتوي دائماً على التوابل والبهارات والمواد الإضافية الفعالة من الناحية التقنية، فإن أجواء أسواق الموردين تعتبر ناشطة في هذه الفترة. مع التركيز على سلامة المنتج، من المهم أيضاً اكتشاف اتجاهات المستهلكين.

700 Slices per Minute

The ability and versatility of **Marel's** highly successful PolySlicer 1000 have been boosted with the addition of an all new interleaver that enables the machine to slice and interleave up to 700 slices per minute depending on product. Stacks or shingles of cheese, cooked and cured meats can all be successfully sliced and interleaved on the machine, demonstrating its remarkable versatility and widening its appeal to meat and cheese processors of all sizes. The new interleaver can interleave each slice within a group or underleave a complete group in single, twin or triple lane operation. It will also operate with both the orbital and the involute slicing blade options. Furthermore, the independent cutting of paper and of product provides excellent control of paper positioning and therefore product presentation, which, combined with an all new involute high speed blade that requires infrequent sharpening, makes for high productivity with very low maintenance. Most other slicers of this type use the product blade to cut the paper thus reducing blade life and increasing maintenance costs and potentially compromising ideal slicing conditions. The new interleaver is also designed to be easily accessible for fast reel changes and easy cleaning and, in common with all its options, can be retrofitted to existing PolySlicer 1000 machines, thereby maximizing and safeguarding the processor's investment. Other op-



The PolySlicer 1000 have been boosted with the addition of an new interleaver

tions include a stacker for tall stacks which produces a wide range of presentation patterns. ■

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Investment in Innovative Technology

The R 685 is designed in particular for packing high volumes of sliced products, such as sliced sausage, cooked meats or cheese. **MULTIVAC** has reacted to the demands of customers, who already use high capacity slicers or who are planning to use them. The packaging machine is designed to take the full volume of sliced products as they are fed directly from the slicer, and then to pack these at high speed. This has traditionally been solved by using packaging machines with a longer loading area and longer dies. This means however that the total length of the machine is increased, which requires in turn a larger space in the production hall. The other option is to use wider machines, which enable the additional space requirement in the production hall to be minimised. This is the case with the new R 685. Thanks to its many years of expertise in the area of thermoforming packaging, MULTIVAC has however now succeeded in making the technological breakthrough, both as regards the machine technology and the control technology. The extra-wide films are manufactured from the usual thermoplastic polymers, which are heated in the forming die. "There is normally the danger with films of this width, that they hang down in the machine", explains *Natalie Schmid* from MULTIVAC. The R 685 has therefore a special support system with rails in the loading and discharge areas of the machine. The transport chain ensures that the film is kept stable while it is guided through to the sealing station. "Thanks to the action of the transport chain, the film remains under tension across the machine running direction, because it is held on the right and left sides like a rescue safety net, which is pulled in all four directions", adds Schmid. The force required for the transport of these films is very high, particularly after the pack cavities have been filled. MULTIVAC has therefore equipped the R 685 with a double drive system for the transport chain. The weight of the dies on the R 685 is also significantly higher, due to the large formats of the dies, than is the case with standard machine models up to now. In order to be able to move the large masses and create sufficiently high closing forces, the R 685 has double-spindle lifting units for the forming and sealing stations. It has also been equipped with appropriate sensor technology, which monitors and supports the individual process stages in the machine.

MULTIVAC is a global suppliers of packaging solutions: the company is a global market leader in thermoforming packaging machines and it manufactures a comprehensive range of traysealers, vacuum chamber machines, chamber conveyor machines, labellers,



The R 685 designed for packing high volumes of sliced products

quality control systems, automation solutions and even ready-to-use lines. The group has approximately 3,700 employees worldwide, with about 1,400 based at the headquarters in Wolfertschwenden. With more than 65 daughter companies the company is represented on all continents. Over 900 consultants and service technicians around the world place their knowledge and experience at the disposal of their customers and ensure that all installed MULTIVAC machines remain fully operational. ■

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Greece Juggles between Production and Imports

Greece is the third largest olive oil producer in the world after Spain and Italy with a production capacity estimated at 400,000 million tons per year. On the same note, the Greek dairy industry is the third most important segment of the food and drink sector with Greek cheese being of particular popularity. Nevertheless, while Greece is renowned for olive oil and cheese, it is still dependent on imports of key products, such as butter, milk and meat, to meet its increasing customer needs.

The third largest olive oil producer

Greece is considered the third largest olive oil producer in the world after Spain and Italy, reveals **USDA** in its report "Greece Olive Oil 2012". The country's olive oil production capacity is estimated at 400,000 million tons per year and 60 percent of the cultivated land is devoted to olive growing. Peloponnese and Crete account for over 65 percent of the total olive oil production output. Per capita consumption of olive oil in the country is estimated at 20 Kg/year which makes it one of the highest rates in the world. It is worthwhile to note that despite the reduction of consumers' disposable incomes due to the economic crisis, olive oil consumption remained steady. According to the report, 90 percent of Greek olive oil is exported to the European Union from which 80 percent in bulk and 10 percent under Greek brand names. Italy is considered as the main importer of Greek olive oil.

The Greek dairy industry: an important segment

On an equal level, the Greek dairy industry is also an active segment. It is rated the third most important segment of the food and drink sector in the country. According to a report released by USDA, it accounts for 17 percent of total production. Greek cheese is of particular interest because of its high demand both on a local and international scale. A report released by UK-based market research company **Kantar Worldpanel** in mid-2012, forecasted that Greek and Cypriot cheeses are expected to become the UK's fastest growing cheese variety. The report revealed that UK sales of haloumi increased 35 percent year on year in 2011, with that of white feta were up by 15 percent. Additionally, according to statistics, in three years, sales of Greek yogurt climbed from 3 percent to 28 percent of the USD4 billion yogurt market. On a local scale, cheese products account for about 13 percent of sales in Greek supermarkets and Feta is the most consumed in Greece not only for its good taste but also for its low fat characteristics.

"...60 percent of the cultivated land is devoted to olive growing"



A country relying on imports of key products

While Greece is renowned for its olive oil and cheese products, it is still dependent on imports of key products to meet its needs, such as butter and milk. According to USDA, Germany, the Netherlands and Denmark are the main butter suppliers to the Greek market, accounting for 66 percent of total imports. On the same note, Germany supplies about 84 percent of Greece's milk import demand. Equally, the heavy reliance on imported meats has impelled the government to seek ways to reduce dependency on foreign commodities, reveals the department of **Agriculture and Agri Food Canada (AAFC)**. For instance, recent improvements in Greek poultry farming have boosted the domestic production and consumption. ■

Prepared by:

Dina Fawaz
Acting ER Manager/Senior Editor and Researcher

تعتبر اليونان ثالث أكبر بلد منتج لزيت الزيتون في العالم بعد إسبانيا وإيطاليا، بقدرة إنتاجية تقدر بـ 400.000 مليون طن سنوياً. وفي السياق نفسه، تعد صناعة الألبان اليونانية ثالث أهم قطاع في سوق المأكولات والمشروبات في البلد حيث تتميز الجبنة اليونانية بشعبية خاصة. ولكن على الرغم من أنها تشتهر بالزيت الزيتون والجبنة، لا تزال اليونان تعتمد على العديد من واردات بعض المنتجات الرئيسية مثل الحليب، اللحوم والزبدة، لتلبية احتياجات المستهلكين المتزايدة.



The Best Greek Slush

Coffeeland Ltd has been established 15 years ago with main activity in food and beverage. With clients hotels, restaurants and cafes all over the world and a big variety in food and liquids such as slushes, soft ice-creams, Greek soft yogurt, ice coffee and hot or cold chocolate, the company has managed to forward worldwide some tasteful Greek products with real fruit or real yogurt. One best seller product is the slush. The variety of the flavors include strawberry, kiwi, tropical fruit, orange, peach (all with 35 percent real fruit), lemon (15 percent real fruit), cola, blueberry, energy drink, mango and bubble gum. The company's slush is almost one of a kind in the world in a way that it includes such a percentage in real fruit and this could easily be proved not only by the unique taste and colors but also by the small pieces of fruit in the syrup. The dissolution is one part of slush and five parts of water and the company can provide the slush machines and all the extra parts one may need. Additionally packages are available in the form of 4,75kgs and also in the special edition form of 1,3kgs. Using a blender or a slush machine one can



A perfect solution for homemade smoothie

have a great experience as a cold drink or as a basic ingredient in a homemade smoothie. ■

The Largest Fruit Processor in Greece

CHB Group is one of the largest fruit processing groups in Greece with a strong domestic presence



CHB processes annually more than 150.000 tons of Greek fruits

and a constant export activity in the fruit processing and juice industry since 1955. The fruit processing began in the early 70's and today CHB processes annually more than 150.000 tons of Greek fruits such as: oranges, peaches, apricots, apples, pears, lemons, kiwis, grapes, cherries, plums, pomegranates, carrots and grapefruit. The highly skilled and educated R & D department, in conjunction with the new and modern facilities of the Group, ensures the quality and innovation of products. The company consists of the following two companies: **Vitom**, in north area of Greece, which produces canned fruits, fruit dices and private label juices and CHB, in the south of Greece that processes concentrated juices, blends & compounds, citrus cells, flavors, tea extracts, organic products and fruit preparations for dairy and ice cream industries. The above products are sold to: juice and soft drink bottling companies, dairies, ice cream manufacturers, jam and baby food producers, companies that belong to the HORECA sector, supermarket chains as well as to perfume companies. CHB Group also gives special attention to a healthy, balanced diet and includes a large variety of organically cultivated products from fruits that have been cultivated without the use of any chemical fertilizers or pesticides. ■



Jordan's Agricultural Sector Facing Persistent Challenges

The agricultural sector in Jordan is affected by several factors including dry weather, political instability and mismanagement of production planning and water usage. As a result the country continues to rely on imports to cover an essential portion of its consumer's food needs. While the country's government recognizes the seriousness of the situation, it continues to support a policy of agricultural self-sufficiency.

A sector facing rough weather conditions

The majority of Jordan's agriculture production is centered in the Jordan Valley. Most of the vegetables are grown in the Ghor and the Shafa Ghor, the higher areas of the Jordan Valley. Fruit trees, including olive, almond, peach, apricot, plum, apple, pear, grape vines and pistachio nuts are grown in the highlands. Field crops, including legumes, cereals, wheat, lentils, chickpeas, corn and sesame, are planted in the east valleys of the western mountains and the plains are used primarily for grazing and raising livestock. However, the agricultural sector is highly affected by rough weather conditions. According to the **Australian Trade Commission**, Jordan is one of the world's driest countries where rainfall does not exceed 200mm per year on 90 per cent of the total country area. **Bank Audi's** report reveals that the sector registered a reduction of 9.4 percent last year due to the third quarter of the year, a period during which it posted an annual reduction of 16.6 percent as a result of weak crop production because of dry summer season.

A slowdown expressed through trade activities

On the local scale, the slowdown in the activity of the agricultural sector is expressed through import growth. The sector is still unable to increase rates of self-sufficiency in the main cereal crops, red meat and animal feed. As a result the country continues to rely on imports to cover an essential portion of its consumer's food needs. On the external scale, the slowdown of the sector is expressed within the context of weaker export growth. As per Bank Audi's report, exports of agricultural products increased by 8 percent in 2012 slowing down from the 17 percent growth rate seen in 2011 with those of vegetable products declining by 0.6 percent in 2012. Additionally, exports of vegetable products to Arab countries decreased by 3 percent in 2012. The dry weather conditions coupled with the rise in the number of Syrian refugees also contributed to the increase in vegetable prices which rose by 15.3 percent year on year in the second half of 2012.



"Jordan is one of the world's driest countries"

The development of the sector constrained by mis-handling

Besides rough weather conditions and political instability, the agricultural sector is also affected by a persistent mismanagement of production planning and water usage. As a result the sector lacks the appropriate know-how to regularly produce high-quality products. Moreover, the water in some areas of the valley encounters sanitation problems, and quality-control measures are minimal. According to a report by **Agriculture and Agri-Food Canada**, the land in the valley has high salinity and potassium chloride levels, requiring major consumption of peat moss, soil mix products and fertilizers to ensure sustainability. Farmers are allowed to crop and sell in the local market without following government's regulations regarding the use of pesticides. Although the country's government recognizes the seriousness of the situation, it continues to support a policy of agricultural self-sufficiency. ■

Prepared by:

Soha Ghandour
Assistant Editor & Researcher

يتأثر القطاع الزراعي في الأردن بعدد من العوامل بما في ذلك الطقس الجاف، عدم الاستقرار السياسي وسوء إدارة تخطيط الإنتاج واستخدام المياه. نتيجة ذلك، لا تزال البلد تعتمد على الواردات لتغطية جزء أساسي من احتياجاتها الغذائية. تعاني المياه في بعض مناطق غور الأردن من مشاكل الصرف الصحي، وتدابير مراقبة الجودة تكاد تكون معدومة. في حين أن حكومة الأردن تعي خطورة هذا الوضع، فإنها لا تزال تدعم سياسة الإكتفاء الذاتي الزراعي.



The Carlyle Group Partners with Nabil Foods



Global alternative asset manager **The Carlyle Group** announced that it has established a partnership through which it will hold a significant minority equity stake in **Al-Nabil Food Industries Co. Ltd.** Equity for this investment will come from **Carlyle MENA Partners, L.P.**, a USD500 million growth capital and buyout fund focused on the Middle East, North Africa and Turkey. This transaction is part of Carlyle MENA's ongoing strategy of investing in fast-growing consumer-centric industries in partnership with family groups. The Rassam family, who founded Nabil Foods in 1945, will continue to hold a majority stake in the local company, which has grown over the years to become a premier producer of a broad range of frozen and chilled food products. Through the company's agreement with Carlyle MENA, Nabil Foods will retain its existing management and workforce, while benefitting from Carlyle MENA's experience in transforming family-owned businesses into corporations. Nabil Founder and CEO *Nabil Rassam* said, "We at Nabil are very pleased to welcome Carlyle MENA on-board as a partner in our business. Over the years, thanks to the dedication and hard work of our management and employees, we have grown into one of the region's most recognized and trusted names in the food industry. By joining forces with Carlyle MENA, we hope to further expand Nabil's presence in the Middle East and Africa in a focused and strategic manner. We are confident that, through this partnership, we will be able to provide the high quality selection of Nabil products to a broader range of customers." *Firas Nasir*, Managing Director and Co-head of Carlyle MENA, said: "Nabil is a household name in Jordan. Its comprehensive offering of high-quality products represents an excellent platform for regional growth." Nasir further added, "This first investment in Jordan is in line with our commitment to the MENA region, its industries and economy. We remain dedicated to our strategy of becoming value-adding partners in family-owned businesses." ■



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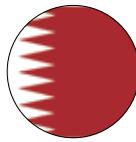
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Doha's Restaurants Sector: A Bullish Perspective

Dining and entertainment in Doha continue to be important priorities for consumers with more and more development to be expected on the medium and long run. In early 2013, **PROTOCOL** for Hospitality Management & Consultancy executed a global benchmark survey where findings showed that costs in Doha for hospitality service providers like restaurants, meals out and hotels are relatively superior to other cities for hospitality related services based on KPI (key performance indicators) of cost metrics such as hotel DRR (daily room rate) and GCA (guest check average) of Food & Beverage outlets.

Doha consumer trend

A recent survey conducted by PROTOCOL for Hospitality Management & Consultancy showed that surveyed consumer in Doha spend an average of USD211- USD300 per month on eating out with 25 percent of consumers spending between USD101 - USD200. Those above the age of 55 years tend to be the highest spenders, disbursing an average of USD365 per month on eating out, while those with an annual household income of USD10,000 and below, spend close to USD271 per month. In addition, 42 percent of consumers in Qatar said they were likely to eat out more in 2012 compared with the previous year. Quick serve and fast food restaurants ranked as the most preferred dining outlets, with 88 percent of the restaurants amateurs. The other popular choices for consumers in Qatar were food courts with 77 percent, fine dining 57 percent and mid-range family restaurants

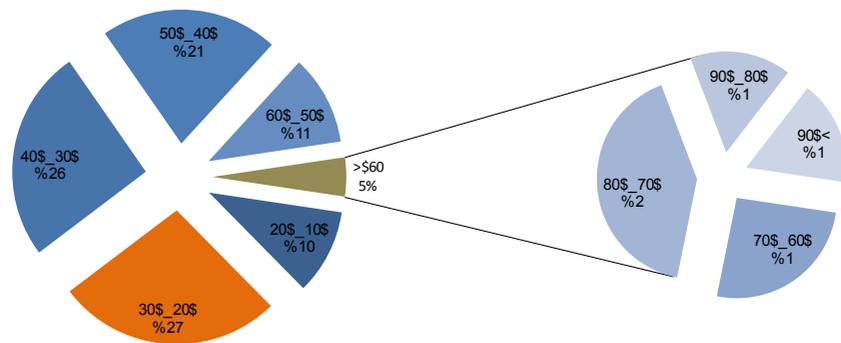
“Quick serve and fast food restaurants ranked as the most preferred dining outlets”

and cafes with 53 percent. Consumer Purchasing Priorities in Doha is steered toward cash as the most preferred method of payment for consumers in Qatar across all dining outlets. However, credit cards were also popular in some cases. Of those who visited hotels restaurants for fine dining, 32 percent used credit cards compared to 46 percent who used cash. Among those who visited food courts, 25 percent used credit cards compared to 70 percent who used cash. Among those who visited fine dining at standalone restaurants, 21 percent used credit cards compared to 66 percent who used cash. Lastly, of those who visited mid-range family restaurants/cafes, 17 percent used credit cards compared to 71 percent who used cash.

Chairs stock and investment potentials

Restaurants in Doha offer a wide range of menus with over 40 types of restaurants and eateries to choose from with different capacity and average check. More and more global names are competing to get strategic spots in the capital for their outlets to ensure brand visibility while aiming at the upcoming FIFA World Cup 2022. In spite of a decrease in year on year (YOY) GDP growth to around 10 percent, Qatar's economic outlook continues to be buoyant with consumer confidence one of the highest in the Middle East. Surveys indicate that this trend is continuing with consumers in the gas nation ready to dip into their pockets for discretionary spend on dining out and personal entertainment. With a population of 1.5 million that already consists of 80 percent expats Doha's restaurants market houses 186 restaurants with around 13,605 seats of all concepts and menu offerings serving all tastes and budgets averaging just over 73 chairs per outlet and yielding 0.01 chairs per capita and a lot of potential for bullish investments. ■

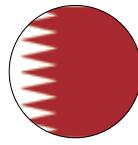
Chart1: Market Repartition % / GCA (Guest Check Average Rate)



Source:

Data compiled by PROTOCOL
 Chadi Chidiac
 Managing Partner - PROTOCOL
 Web: www.protocolb.com

لا يزال قطاع تناول الطعام الترفيهي في الدوحة من الأولويات المهمة بالنسبة للمستهلكين، ويشير خبراء السوق أنه من المتوقع أن يتطور هذا القطاع على المدى الطويل. أظهرت نتائج دراسة أجرتها شركة PROTOCOL لإدارة واستشارات الضيافة في أوائل العام ٢٠١٣، أن تكاليف شركات خدمات الضيافة في الدوحة مثل المطاعم والفنادق ومطاعم الوجبات الجاهزة، أعلى نسبياً من المدن الأخرى. وقد تم تقييم ذلك على أساس مؤشرات الأداء الرئيسية لمقاييس التكلفة مثل سعر الغرفة اليومي، ومعدلات دخول وخروج الضيوف لمحلات المأكولات والمشروبات.



Widam Recognized with International Quality Award

Widam, Qatar's foremost meat provider was recently recognized with an international quality award in Geneva. *Mahmoud Bassam Issa*, representing Widam as Deputy Supply Chain Manager of the company, received the award by BID (Business Initiative Directions) for the Platinum Category of Century International Quality Era. On the occasion, *Ahmad Nasser Sraiyi Al Kaabi* said: "We're extremely honored to receive this coveted award by organizations that prioritize quality above anything else such as BID. This prestigious accolade strongly accentuates the relentless efforts and steadfast commitment of our entire team at Widam who firmly believes in the role we play as a premium food provider to raise the bar in the industry." The Business Initiative Directions (B.I.D.) was founded with the primary aim of sharing quality culture in important companies worldwide. The founding team, formed by engineers, physicists, mathematicians, economists, sociologists and journalists, continues to contribute a wealth of innovative ideas and to create opportunities



Mahmoud Bassam Issa receiving Geneva award on behalf of Widam

for all those companies investing in quality processes. The annual Awards are world-class programs for outstanding standards of quality and service with this year's edition bringing together hundreds of business gurus, corporate professionals, economists, academics, artists and even diplomats. Over the past decades, the Business Initiative Directions succeeded in cementing its image as one of the first four worldwide organizations to implement Quality Culture in top local, national, continental, and global companies. ■



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Online auction machines and inventory at the location of the former vegetable processor Ploegmakers in Veghel (NL)

Closing auction: 13th of June 2013 at 14:00
Two addresses: Den Dubbelen 3, 5466 RL Veghel/Eerde
Rooseveltlaan 9, 5466 AC Veghel

Viewing days:
10th of June 2013 from 10:00h till 18:00h (CET)
11th of June 2013 from 09:00h till 13:00h (CET)



**Blanching and cooling line - Cutters - Dicers - Hygiene technology
Tumblers - Compressors - Transport belts - etc.**

**Coming up:
Online auction fish and meat processing machinery (NL)**

www.industrial-auctions.com



Severe Competition Encircling Grocery Retailer Market

The economic recession in Spain has led to an increase in the unemployment rate, a decrease per purchasing income and an increase in money saving. The latter has had a significant impact on mass grocery retail and contributed to the stagnation in volume sales of packaged food products. This hostile economic environment has also resulted in a fierce price war between retailers who had to change their strategies in order to remain competitive. However, despite the gloomy picture, experts estimate that packaged food sales will experience stability until 2017.

The need to lower prices to survive competition

In 2012, the Spanish chain **El Corte Inglés** lowered the prices of more than 5,000 products in order to compete with **Carrefour** and **Mercadona**, the Valencian supermarket operator. As per **Euromonitor's** research, price competition was also seen across the proliferation of promotions, including main brands such as **García Baquero** or **Central Lechera Asturiana** which had to change their strategy and compete directly with private label in order to remain competitive. Another retailer which heavily turned toward price reductions, discounts and promotions was the French giant **Danone**. According to Euromonitor's market study, this strategy left little room for the remaining branded players and brought good results to the French manufacturer, as it slowed the expansion of private label in categories such as yoghurts and desserts. Along price reduction, Danone also focused on innovation by introducing new products such as soy based milk and yoghurts and desserts under the Savia brand. This economic environment has also resulted in sales increase of discount stores. According to **Business Monitor International (BMI)**'s latest report, one company that managed to do well in 2012 has been the discount food retailer **Dia**, a Carrefour spin-off. It is considered as one of the few Western Europe-based food retailers with good near-term growth prospects in the region.

Supermarkets: most successful retail formal

In its market study, Euromonitor points out that supermarkets continue to be the most successful and fastest growing sales channel in the country. The Spanish supermarket chain **Mercadona** remains the driving name in grocery retailers. The company benefits from two key factors in retailing: the first is the company's strong expansion strategy, which has contributed to Mercadona's outstanding performance in the country throughout the years. Secondly the company's private label lines **Deliplus** and **Hacendado** continued to benefit from very strong acceptance among Spanish



"It is estimated that sales will experience stability until 2017"

consumers, whom feel Mercadona's private label products offer excellent value for money. Similarly, Carrefour and Eroski, Mercadona's direct competitors also are expanding across the country. On the other hand, Hypermarkets share of the retail market is declining in the face of competition due to their edge of town locations. Convenience stores as well are hit by competition due to their high prices.

In the short term, analysts do not expect an improvement in the Spanish economy, and thus the tough economic environment will continue to affect sales of packaged food. It is worthwhile to note the consumer acquired new habits during this recession including the addition of private label to their shopping basket. The former will hence impede the growth of the packaged food sector in value terms. As far as volume terms are concerned, it is estimated that sales will experience stability until 2017. ■

Prepared by:

Rawand Fakh
Editor & Researcher

أدت الأزمة الاقتصادية في إسبانيا إلى ازدياد معدل البطالة وانخفاض الدخل المتاح وازدياد التوفير. وقد أثر ذلك على محاللات البقالة بالتجزئة وأدى إلى جمود حجم مبيعات المنتجات الموضبة. وقد سببت أيضاً هذه البيئة الاقتصادية العدائية بمنافسة أسعار شرسية بين تجار التجزئة الذين اضطروا إلى تغيير استراتيجياتهم من أجل البقاء في دائرة المنافسة. لكن على الرغم من النظرة السوداوية التي تُلّف هذا القطاع، يقدر الخبراء أن مبيعات المنتجات الموضبة تشهد استقراراً في العام ٢٠١٧.

An International Focus for the Next Edition of Alimentaria

Alimentaria 2014 is preparing for its next event with a strong international promotion campaign that continues to make the trade fair the most important internationalization tool for the Spanish agri-food industry. The show, which serves food and drink companies and is in great demand, once again stresses the importance of its international scope and the value of quality brands as effective channels for competitiveness and growth. The event will be held in Fira's Gran Vía venue, in Barcelona, from March 31st to April 3rd. The organizers are planning for an expected 60,000 m² net commercial exhibition space, out of which 10,000 m² will be geared towards entertaining and commercially dynamic activities; in the opinion of the show's Director, *J. Antoni Valls*, 'realistic' aims that, "will adapt to the difficulties of the current economic climate, both in Spain and Europe." The strategic plan of the event is based on the key points employed in the agri-food industry, the main driving force in Europe's economy, with the aim of dealing with future challenges. The show is the most significant promotional and relation-



Organizers are planning for a 60,000 m² net commercial exhibition space

ship platform in the food industry, trade and distribution in Spain and one of the most important ones in the world. The last edition of Alimentaria, in 2012, attracted over 4,000 exhibiting companies from 75 countries and 141,826 visitors, with the attendance of international visitors beating every previous record. ■

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Baskin-Robbins and Galadari Announce Joint Venture

Baskin-Robbins announced plans to greatly expand the brand's presence in Australia through a master franchise joint venture with **Galadari Brothers (GB)**. Under the agreement, GB, the parent company of **Galadari Ice Cream Co. LLC (GICC)**, and **Dunkin' Brands Group, Inc. (DBI)**, the parent company of Baskin-Robbins, plans to open approximately 200 additional Baskin-Robbins shops in Australia over the next 10 years, more than tripling the brand's presence in the country. Under the terms of the agreement, DBI will maintain a twenty percent stake in the new venture, with GICC being primarily responsible for day-to-day operations for the brand in Australia. "GICC has done an outstanding job of making Baskin-Robbins one of the preeminent ice cream brands in the Middle East, and we believe they can do the same in Australia, one of our high opportunity markets," said *Giorgio Minardi*, President of Dunkin' Brands International. "We are very excited about the growth opportunity for Baskin-Robbins in Australia, and we are confident that this joint venture with Dunkin'



Baskin-Robbins expands in Australia through a joint venture with Galadari Brothers

Brands will benefit existing franchisees in Australia and bring important synergy to accelerate growth, enhance product innovation, and build the brand in the Australian market," commented *Abdulla Al Shaibani*, Chairman of Galadari Brothers.

Baskin-Robbins currently has 80 locations across the country, all serving the brand's wide variety of ice cream flavours, frozen beverages, ice cream sundaes and custom ice cream cakes. ■

Tetra Pak Honored with Dupont Award

Tetra Pak® has received the first DuPont Silver Anniversary Award for Excellence in Continuing Innovation. Awarded to winners of five or more previous DuPont Awards for Packaging Innovation throughout the program's 25-year history, the award honors the



Tetra Pak awarded for Excellence in Continuing Innovation

consistent leadership demonstrated by Tetra Pak in packaging innovation over the last quarter-century. *Said Michael Grosse*, Executive Vice President of Development and Service Operations at Tetra Pak commented: "Since the company's founding over 60 years ago, Tetra Pak has constantly driven packaging innovation with a view to making food safe and available for people everywhere. We are delighted to receive this award from DuPont in recognition of our achievements. We are committed to remaining at the cutting edge of the industry." The DuPont Awards for Packaging Innovation is the industry's longest-running, global, independently judged celebration of innovation and collaboration throughout the value chain. Each year an esteemed panel awards diamond, gold or silver honors based on "excellence" in one or all of three categories: Innovation; Sustainability; and Cost/Waste Reduction. This year the independent judges granted one diamond, four gold and 10 silver awards for packaging in a diverse set of markets.

Tetra Pak is a food processing and packaging solutions company. With more than 23,000 employees based in over 85 countries, the company believes in responsible industry leadership and a sustainable approach to business. ■

Mondelez International Helps Forge Food Quality Standards

Mondelez International, the world's biggest snacks food company (formerly known as Kraft Foods), is helping forge the way for improved food quality standards and initiatives during the inaugural Abu Dhabi Quality Forum (ADQF), which took place at Etihad Towers from 28 to 29 April 2013. As a global snacks powerhouse with international expertise in food quality and safety, the company highlighted that the need to optimize product quality and safety is greater than ever before, during a plenary session on 'Food Safety Standards that drive quality'. The two day event, organized by the **Abu Dhabi Quality and Conformity Council (QCC)**, is aimed to enhance Abu Dhabi's quality infrastructure and position the Emirate as a leading quality and conformity hub. The event comes in pursuit of QCC's objective to act as a key contributor to achieving Abu Dhabi's Economic Vision 2030 by shedding light on essential quality prerequisites that promote the development of a diversified sustainable economy underpinned by a resilient industrial fabric in Abu Dhabi. Mondelez International was invited



Vishal Tikku speaking at the Abu Dhabi Quality Forum

alongside other regional and international experts to transfer knowledge and discuss global best practices and initiatives to identify solutions that will help in shaping a prosperous future for Abu Dhabi. *Vishal Tikku*, Middle East Area Director of Mondelez International, highlighted how both public and private sector stakeholders must take up the responsibility to bolster industry standards in food safety. ■

Key Appointments at Biocatalysts



Speciality enzyme manufacturer, **Biocatalyst Ltd** has recently named *Craig Galeozzie* as Operations Manager and *Craig Phillips* as Financial Controller. These key appointments will be integral in the implementation of a project being undertaken by Biocatalysts to build a new enzyme production plant at the headquarters in Cardiff South Wales which will transform the production capabilities that Biocatalysts will be able to offer customers. Galeozzie brings with him over 20 years' management experience within automotive, electronics and biotechnology industries. His most recent employment was for 10 years at **Harman International** and was a key strategist in the organization's transfer of manufacturing to China. He has also managed manufacturing activity in Japan, Hungary, Germany, France and USA. This knowledge he has built up, along with a Masters degree in Business Management makes

him an asset to Biocatalysts. Galeozzie's role at Biocatalysts is to manage and develop the operations department ensuring customer needs are achieved in an efficient and cost effective manner, whilst implementing a strategy of continuous improvement and providing commercial business acumen to the organization. Phillips first joined the company in 2006 as an accounts assistant and has since progressed through his ACCA exams to further his career at Biocatalysts. In his role Craig will be responsible for the day to day running of the finance function which will become an imperative duty as the enzyme production plant project progresses. He will help guide the company with any business decisions and facilitate key strategic decisions by providing regular, accurate and reliable management reporting to the Senior Management Team along with value added commentary. ■

New InSinkerator App for Ipad Now Available on Itunes

InSinkEerator has revealed the launch of its new iOS-based application for iPad. The new app, which is being offered for free, can now be downloaded from iTunes app store. The app has been designed specifically for its professional partners; offering a fast and more convenient source of the company's latest products, which also includes catalogs and brochures. Offered in English, the app can also run in offline mode. Meanwhile there is an international version of this app comes in six languages (English, Arabic, Spanish, Russian, Portuguese & Chinese). According to InSinkEerator senior executives, users will find the new app highly resourceful as it offers essential product information like images, specifications, related literature and even interactive demonstrations. "Our new iOS app for iPad is a strategic new tool that will help our partners. This new app can easily address all their product inquiries at the swipe of a finger giving them all the information they will need from specifications, warranties and even demonstrations on how to use the product. An-



Mohamed Karam,
Business Development
Manager ME & Africa,
InSinkEerator,
Emerson FZE

other major advantage that will be available soon for our partners in MEA region is they can order straight away from the app itself. This initiative is part of our continued commitment towards creating key systems and programs that can help reinforce our ties with all our partners," concluded *Mohamed Karam*, Business Development Manager ME & Africa, InSinkEerator, Emerson FZE.

InSinkEerator, a business unit of **Emerson Electric Co.**, is the inventor and world's largest manufacturer of food waste disposers for both household and commercial applications. The company's products are available in the United Arab Emirates through a wide network of retailers. Emerson, based in St. Louis, Missouri (USA), specializes in bringing technology and engineering together to provide innovative solutions for customers in industrial, commercial, and consumer markets through its network power, process management, industrial automation, climate technologies, and tools and storage businesses. ■

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The Rising Popularity of Coated Nuts

Nuts are the third most popular snack application in the Middle East, and within this sector, coated nuts are a growing favorite. Starches play an important role when developing the flavors and textures of nut coatings, with up to 30 per cent of the dry mix made up from starch. Starches, such as the CRYSTAL TEX™ range from the **Ingredion** group of companies, can help to formulate healthier options by replacing glucose syrup due to its optimal adhesive properties. Functional starches are also key to delivering differentiated textures in coated nuts. Additionally, Ingredion has a wide range of texturizers and co-texturizers that can help to achieve the desired textures in nut applications. For example, to achieve expansion, or improve crispiness, BAKA-SNAK® E and ULTRA-CRISP® CS can contribute to better volume control and uniform cell structure, as well as reducing breakage in the final product. Understanding the specific texture descriptors is the first step to delivering consumer-winning products. Ingredion Europe combines the technical expertise of its local specialists with key market insights to ensure that products have real consumer appeal. In addition, using Ingredion's Texicon™ language



BAKA-SNAK® E and ULTRA-CRISP® CS contributes to better volume control and uniform cell structure

can help product developers to characterize texture attributes such as crispy and translate this into fundamental sensory attributes, such as firmness, fracturability or rate of breakdown, from which formulations can be evaluated. ■

Nyco Makes Huge Strides in Recyclability

Clondalkin Group Company Nyco, has launched a low density Polyolefin sleeve which vastly improves recycling efficiency. The new sleeve now makes it possible to separate shrink sleeves from PET bottles or cups by automated recycling processes. The newly in-



The new low density Polyolefin sleeve makes it possible to separate shrink sleeves from PET bottles or cups

produced material has excellent machinability, flatness and high tensile strength. The material can be stored at room temperature, which is another distinct advantage over many more traditional sleeve materials. As with all of the products available from the company, the polyolefin sleeve can be printed Rotogravure, UV Flexo and UV Offset. The company developed the sleeve in response to market demands for recyclable packaging. Nyco Sales & Marketing Manager, *Sander Kool* said, "We are very pleased to be able to offer this new product to the market. One of the main challenges in packaging today is to improve recyclability. This product is a great step forward. The material has a much lower density in comparison to PET which makes the automated separation process very easy thus increases recyclability and reduces waste to landfill." Clondalkin Group is an international producer of high value added packaging products and services with locations throughout Europe and North America. The company comprises two market-focused divisions: Clondalkin Flexible Packaging and Clondalkin Specialist Packaging. The Flexible Packaging Division specializes in coated and laminated waxed papers and foils, pre-cut lids, polymer-based sheets, rolls, sleeves and bags. ■

Increase Fryer Line Capacity without Using More Space



The Breaded Products Fryer

How can one boost production of fried prepared foods without using more floor space? More processors are asking that question because their existing direct-heated fryers can no longer keep up with demand. Direct-heated fryers are excellent production tools considering their relatively low up-front purchase price. However, their capacity is limited by the amount of heat transfer elements that will fit in the fryer pan. One simply can't boost production without increasing the size of a direct-heated fryer. But a larger fryer won't fit in the existing line space. It's a serious growth bottleneck but there is an efficient solution: One can replace its existing direct-heated fryer with **Heat and Control's Breaded Products Fryer (BPF)**.

The BPF fries coated and uncoated seafood, poultry, meats, vegetables and other prepared foods. It delivers higher output in the same or less floor space than an existing direct-heated fryer. That's because cooking oil is heated outside the fryer using an external heat exchanger. Also, the fryer and heat exchanger are sized separately. Product throughput determines fryer size, while heat exchanger size is dictated by the heat load for present and even future production. With a direct-heated fryer, heat load and fryer size cannot be considered separately so processors often buy a larger fryer than needed simply to get enough heat to meet production demands. External oil heating also gives the BPF additional advantages over existing direct-heated fryers:

Lower system oil volume (With no heating elements in the pan, far less oil is needed to cover and cook the product.); Faster oil turnover (Although product oil pick-up is the same as with a direct-heated fryer,

the BPF's lower system oil volume produces a faster oil turnover rate. This results in better oil quality and more consistent product.); Dual oil filtration (100 percent of the system oil volume circulates through a Drum Pre-Filter each minute on average. Then a second filter removes very fine particles to ensure the highest possible oil quality.); Simple sanitation (Product particles do not accumulate in the fryer pan or heat exchanger. Cleaning solution circulates through the same path as oil for thorough sanitation. Also, with the company's CTHX heat exchanger, the BPF cools quicker than a direct-heated fryer so cleaning can start sooner after production ends.); Frying versatility (In addition to batter coated and breaded poultry, seafood, meat, vegetables, the BPF fries egg rolls, meatballs, and many other un-coated prepared food items.)

Heat and Control, Inc. is a global manufacturer of food processing and packaging equipment. The company designs, engineers and builds the machinery that creates and packages prepared meats, poultry and seafood, french fries, baked and fried snacks, and other quality foods. The company's equipment operates around the clock, around the world, giving its customers the advantages they need to succeed in today's competitive markets. Additionally, it is continually investing to improve the quality and performance of its equipment, and its responsiveness to the unique needs of its customers. Heat and Control is committed to provide the latest food processing and packaging technologies from around the globe, and to locally support those installations with the services that allow its customers to reach their distinctive goals. ■

OYSTAR to Present New Products

The **OYSTAR Group** presents its latest product innovations for the dairy and food industries. One example is OYSTAR Hassia's new TAS 32/80, an aseptic form-fill-seal (FFS) machine that uses only culinary steam to sterilize the bottom web and lid material. This steam aseptic system guarantees germ reduction of $>\log_{4,5}$ which means no more than one non-sterile cup in 100,000. OYSTAR Hassia is the only supplier offering FFS machines for cups with this aseptic system. The TAS 32/80 handles polypropylene (PP) foils for cups and has an output of up to 53,000 cups/h. OYSTAR Hassia will also exhibit its flexible-use THL 24/28. This FFS machine produces mini-portion cups of 10, 25 or 35 grams in three different depths. By using a multi-punching tool, it can handle single cups, double cups and quartet units. It is useful for filling a variety of product from butter and cream cheese, to honey, jam, ketchup and mayonnaise, through to chocolate spreads. The THL 24/28 has an hourly output of approximately 33,600 cups. With its THM 32/48, the company will further introduce an FFS machine that can fill and seal up to 40,000 yoghurt cups/h while applying a wraparound label inline. The aseptic



OYSTAR Group presents its latest product innovations for the dairy and food industries

SAS 20/30 vertical FFS machine forms mini pouches and produces three-side-sealed StickPacks. It packages pasty and liquid products with a dosing range of 6 to 22 ml with an hourly output of 36,000 StickPacks. ■

tna Takes Control With High Performance Solutions

Packaging specialist, **tna**, presented its flagship high performance bagging systems at AUSPACK 2013. Visitors to the stand were able to learn more about the



The new tna robag® FX 3ci

Middle East Food (MEF)

new tna robag® FX rci high speed bagger and tna's extensive automation and controls capabilities. Technical experts showcased the new tna robag® FX rci high speed vertical form fill and seal packaging machine. This cutting edge system provided up to a 30 per cent improvement in performance in terms of output and reduction in rejects, while achieving unprecedented throughput rates of up to 150bpm. With innovative new features including the new tna intelli-weigh® omega multi-head scale, the tna hyper-detect® metal detector and tna flo-thru former®, the new tna robag® rci provides manufacturers with a complete bagging solution. tna also demonstrated its controls system expertise by revealing how manufacturers can integrate the company's equipment into a production line or improve the setup of current control systems. Through the collection of detailed and reliable data from as many parts of the manufacturing process as possible, tna's specialist solutions can target a variety of inefficiencies, such as poor product quality, material waste or unsustainable processes. tna's extensive range of packaging line solutions are installed in more than 120 countries and are provided along with 24/7 support project management services to customers globally. ■

FMI Precision Valveless Dispensers & Metering Pumps

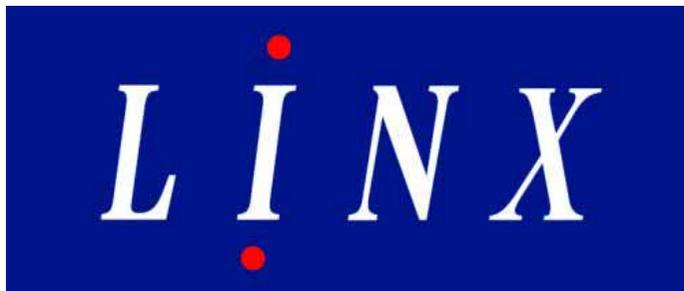
The STH and STQ Duplex metering pumps from **Fluid Metering, Inc.** are ideal for precision mixing, diluting, and proportional metering for OEM medical, analytical, and industrial instrumentation. FMI's OEM Duplex Metering Pumps consist of two FMI valveless pump heads direct coupled to a single variable step-per motor drive. The displacement of each pump head is independently adjustable, and a variety of pump head sizes can be used in combinations to achieve dispensing ratios from 1:1 up to 500:1. The Duplex Metering Pumps feature FMI's patented CeramPump® valveless piston pumping technology and are the valveless-syringe alternative to conventional syringe pumps. The CeramPump® has only one moving part in the fluid path, a sapphire-hard ceramic piston, which accomplishes both pumping and valving functions, without valves. The result is a unique valveless pump design which eliminates multiple syringes, valves, actuators, and drivers required by conventional syringe pumps for continuous fluid dispensing and metering. By eliminating valves and utilizing ceramic internals,



the Pumps will dispense millions of maintenance-free cycles at ± 1 percent precision without recalibration. In addition, the FMI pump has unidirectional continuous flow, utilizing two separate ports for input and output. Throughput of the FMI CeramPump® is significantly increased over syringe designs which both fill and dispense through the same single port. For over 50 years FMI pumps have been used medical diagnostic and analytical instrumentation, laboratory R&D, chemical process, pharmaceutical packaging, water treatment, environmental monitoring, food processing and much more. ■

Linx Printers Meet all Demands for Fish Processor

Two **Linx** printers are meeting the exacting demands of **Espersen Lietuva UAB**, one of the most modern fish processing companies in Europe. The Danish-owned company is the largest producer of Baltic cod products in Lithuania. The products are made of fresh sea-caught and frozen cod and the plant's production capacity is 25 tonnes per day. A reliable continuous ink jet (CIJ) printer, ensuring good ink adhesion to plastic film under adverse working conditions of low temperatures, was required for the production plant, where large amounts of fish products are packed in



plastic packaging and later labelled. After explaining its requirements and expectations, the company was offered a Linx 7900 CIJ printer. Its robust stainless steel casing and deep-drawn enclosure, plus an IP55 rating making it suitable for washdown, mean the Linx 7900 is a reliable solution for coding in challenging environments. The printer represents a new landmark in the evolution of CIJ printers. Its Linx Insight software allows remote monitoring and control of printer operation via computers or smartphones with a few simple keystrokes on a PC or smartphone, operators can start, pause or stop the Linx 7900, change messages from pre-stored selections or download new ones. Only an internet connection is required. The printer is able to print up to five lines, thus allowing it to meet a wide variety of coding needs. In addition, the new ink system technology lets the printer run for up to 9,000 hours or 18 months between servicing. The company also selected a Linx CJ400 CIJ printer an unequalled solution which can easily be adapted to various production line requirements. ■

Al Faisaliah Hotel Scoops Three World Travel Awards

Al Faisaliah Hotel, A Rosewood Hotel, was re-affirmed as one of the highest luxury hotels in the Middle East after the five-star property was named "Middle East's Leading Luxury City Hotel" at the annual World Travel Awards held in Dubai. This is the second time the ultra-luxury property has won this award. Riyadh's most luxurious hotel is renowned for its exceptional quality, superior accommodation, impeccable 24-hour Butler personalized service and attention to detail throughout the hotel. Conveniently located in the center of the business capital of Riyadh, the five-star Al Faisaliah Hotel provides guests with easy access to all facilities in the city, from business locations to international designer retail outlets, and a wide range of world class dining choices. The Hotel, managed by **Rosewood Hotels & Resorts**, also earned recognition for its superior event amenities, winning "Saudi Arabia's Leading Conference Hotel" for 2013. In addition, The World Travel Award for "Saudi Arabia's Leading Hotel Suite" was awarded to the hotel for its spectacular Royal Penthouse Suite, the jewel in the crown of the exclusive



Al Faisaliah Hotel named "Middle East's Leading Luxury City Hotel"

Al Faisaliah Suites, and one that includes two master bedrooms, a further guestroom, and a dedicated spa room in addition to the other luxury amenities in the duplex suite. ■

Emaar Unveils Vida Hotels and Resorts

The new generation of business executives, entrepreneurs and leisure travelers now have a hotel brand tai-



Artist impression of Vida Downtown Dubai

lored just for them with the launch of Vida Hotels and Resorts by **Emaar Hospitality Group**, the hospitality and leisure subsidiary of **Emaar Properties PJSC**. As its name suggests, Vida, meaning 'life' in Spanish, embraces warmth, simplicity and youthful vitality, creating a stimulating environment for the younger business and leisure tourist who demands all the frills of modern luxury travel but none of the fuss. Billed as 'an urban hub where inspiring minds stay, play and connect', the first branded outlet in the novel hotel chain is set to open in Downtown Dubai, offering 156 rooms and the last word in understated cool. *Mohamed Alabbar*, Chairman of Emaar Properties, said: "The profile of today's global traveler is changing, with a more youthful, upwardly mobile audience now seeking a distinct hospitality experience to suit their needs. Vida will add life to the hotel stays of this increasingly important tourist community, delivering an intimate touch but also the freedom they expect." He added: "Five years ago we launched The Address Hotels + Resorts, our five-star premium hotel brand, now acknowledged globally for its peerless standards. With the introduction of Vida Hotels and Resorts, we are creating a brand new concept in inspired living, elegant yet simple, and a new urban hub for the discerning traveler." ■

AB7 Food Business is Good Business



AB7 is the biggest food and beverage trade exhibition on the continent

Africa's relative insulation from the chronic recession gripping the rest of the world has helped it avoid the worst of the economic fallout, and probably also accelerated the growth of the continent's rapidly rising middle class. Estimates value Africa's food market at over USD310-billion per year, so it's hardly surprising that food and beverage companies from around the world are very keen to do business in Africa.

Now in its 11th year, Africa's Big Seven (AB7) is the biggest food and beverage trade exhibition on the continent and the perfect platform for exploring business opportunities in Africa. AB7 takes place at Gallagher Convention Centre, Midrand, Johannesburg, from 30 June to 2 July.

The Biggest Gets Bigger

"We're expecting well over 300 exhibitors from at least 40 countries worldwide at AB7 this year," says *John Thomson*, Managing Director of Exhibition Management Services, organisers of the event. "AB7 will be showcasing over 3000 food and beverage products in more than 400 categories and it will attract more than 8 000 visitors." AB7 is equally renowned for the machinery and equipment displayed by exhibitors as the samples of food and beverages enjoyed by visitors. "Visitors will find all the best equipment for brewing and bottling, baking and basting, frying and filleting, slicing and pricing," adds Thomson. "There's so much to see in just three days. For example, there will be some exciting new energy drinks from Poland, soft drinks from Romania, some fine beers and spirits from Ireland and non-alcoholic beverages from South Korea; there will also be seafood products from Singapore and health foods from Malaysia," says Thom-

son. "Naturally there will be excellent olive oils from Portugal and chocolate from Turkey. But who would have thought we would see rice from Pakistan, pasta from the United Arab Emirates and Ukraine, or even ice cream from Iran? "At AB7, expect the unexpected, and remember that over 300 exhibitors are here to do business with the ever-growing, lucrative African market," says Thomson.

Exhibitors Exploring Africa

"This is our first year exhibiting at AB7 and we are looking forward to it," says *Haresh Daryanani*, Marketing Manager for **Legador** in the UAE. The company manufactures packaged food products such as pasta, spaghetti, tuna, milk powder and biscuits. **Norland International** is a US company specialising in bottling plants, and will showcase its new brewing and canning equipment: "AB7 is well organised and an ideal opportunity for us to expand into South Africa and surrounding countries," says International Sales Representative *Jon Marco*. **Flowcrete** is an important industrial flooring company: "This is our second time at AB7 and it was an easy decision to exhibit this year," explains Marketing Coordinator *Verity King*. We are showing off our new Flowfresh Ultra floor range which contains a Polygene additive which prevents bacteria from growing."

Added Visitor Value at AB7

AB7 will host several side events, including a workshop by the Consumer Goods Council of South Africa on the theme; 'Taking Your Business into Africa' on 1 July. Furthermore, two business match-making breakfasts will take place on the same day for interested visitors to meet the China and Mauritius business delegations. ■

Fi Istanbul's Success Demonstrates Unlimited Market



Fi Istanbul attracted an impressive 3,000 visitors from over 80 different countries, plus an incredible 82 percent of stand space was rebooked onsite for the 2014 event. The event is the only dedicated food ingredients event in the region. The success of the show demonstrates the high demand for the very latest ingredients, solutions, innovations and networking opportunities and reflects the high growth rates that the food industry is experiencing in Turkey. Last week's event provided a strong platform for food and beverage manufacturers to source from over 150 local, regional and international food ingredients suppliers. The response from the exhibitors was overwhelming, with many commenting on the high quality of visitors, the professional event organization and the excellent mix of industry professionals attending, including food manufacturers from dairy, ice cream, confectionary, meat, poultry and many more. "Turkey, for a global company such as **Tate & Lyle**, is a very important market to be close to our customers. Fi Istanbul has been a great experience, an opportunity to meet new customers and share projects, prototypes, concepts and innovations," commented *Luis Fernandez*, Vice-President Global Applications, Tate & Lyle. "Fi Istanbul provided a platform to display our offers and to meet most of our customers. It's a great challenge but a great opportunity as well. Our company expanded here 3 years ago so for us it was important to be here," said *David Mouton*, Managing Director, **Roquette** Turkey. *Natasha Berrow*, **UBM's** Brand Director, also commented, "Last week's event really did surpass our forecasts and expectations, it was clear that the industry responded well to this launch event. The strong support of international, local and regional suppliers and buyers provided the innovative environment that such a growing region deserves." She continued "of course the high re-bookings are further indication that exhibitors see Fi Istanbul as the place to continue to meet their customers and to expand into surrounding regions of North Africa, the Middle East, Southern Europe and CIS countries". "We are very impressed by the quality of visitors; we've found a lot of good customers that

we hope will become new business for our company," said *Stella Wu*, International Sales Manager, **JK Sucralose**. Visitor feedback also surpassed all expectations. The good mix of local, regional and international food ingredients suppliers was complimented by many attendees looking to source new ingredients. "I want to find new suppliers and I want to see different varieties of products that I can use for my customers. This is the first year for this exhibition and it feels like it has been a successful opening and I'm sure it will get greater and bigger in the coming years," commented *Meleknur Tuzun*, Sales Manager, **Agrana**. With the key focus on business development, innovation and trade, the show proved to be one of the most cost-effective platforms to source new ingredients, grow market share and act as a stepping stone to this vastly and yet close to untouched food industry. Fi Istanbul is a key part of the Food ingredients Global Portfolio strategy: it extends its offerings into new regions, it creates platforms for its customers to engage with new customers and it meets its clients' new business growth objectives. Food ingredients first launched in Utrecht, The Netherlands in 1986 and its portfolio of live events, publications, extensive database, digital solutions and high-level conferences are now established across the globe to provide regional and a global meeting place for all stakeholders in the food ingredients industry. Over 500,000 people have attended the shows over the years, and billions of Euros of business have been created as a result. UBM Istanbul was established in April 2012 to connect people and create opportunities for companies wishing to build business between Europe and Asia, meet customers, launch new products, promote their brands and expand their markets. It has four major objectives in Turkey: Geo-adapting highly demanded international shows to the Turkish market, acquiring new businesses which would add synergies to the UBM Group and support its expansion in Turkey, encouraging the participation of the Turkish firms to the international shows of UBM which would support the export volume of the firms and raising the bar for the exhibition industry to the highest level in Turkey. ■

2013

June



Turkey

SWEET EURASIA 2013

Exhibition for Sweets, Chocolate, Biscuit & Confectionery

13-15

Tüyap Fair Convention and Congress Center
Istanbul - Turkey

Info:

Ipekyolu International Exhibitions Ltd.

Tel: +90 212 222 9060

Fax: +90 212 210 6176

Email: info@ipekyolu.info

Web: www.ipekyolu.info



South Africa

Africa's Big Seven

The Continent's Largest Annual Food & Beverage Industry Trade Event

30 June – 2 July

Gallagher Convention Centre
Johannesburg-South Africa

Info:

Exhibition Management Services - EMS

Tel: +27 (0)11 78 37 250

Fax: +27 (0)11 78 37 269

Email: director@exhibitionsafrica.com

Web: www.exhibitionsafrica.com

September



Oman

Food & Hotel Oman 2013

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

2 - 4

Oman International Exhibition Center
Muscat - Oman

Info:

Omanexpo LLC

Tel: + 968 790333

Fax: +968 706276

Email: omanexpo@omantel.net.om

Web: www.omanexpo.com



Turkey

Eurasia Packaging Istanbul 2013

Packaging Industry Fair

12 – 15

Tüyap Fair Convention and Congress Center
Istanbul – Turkey

Info:

Tüyap Fairs and Exhibitions Organization
Inc.

Tel: +90 (212) 867 11 00

Fax: +90 (212) 886 93 99

Email: sales@tuyap.com.tr

Website: 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

Tel: +966 1 454 1448

Fax: +966 1 454 4846

Email: esales@recexpo.com

Web: www.recexpo.com



Egypt

SAHARA 2013

International Exhibition for Agriculture and Food for Africa & the Middle East

23 – 26

Cairo International Convention & Exhibition Centre
Cairo – Egypt

Info:

Sahara Expo

Tel: +20 2 3346 4216

Fax: +20 2 3347 1155

Email: info@saharaexpo.com

Web: www.saharaexpo.com



UAE

The Hotel Show 2013

International Exhibition of the Hospitality Industry

Dubai World Trade Center

Sept 29 – Oct 01

Dubai – UAE

Info:

dmg: events Middle East

Tel: +971 4 4380355

Fax: +971 4 4380361

Email: info@dmginform.com

Website: www.dmgeventsme.com

November



UAE

Sweets & Snacks Middle East 2012

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

19 - 21

Dubai

Dubai – UAE

Info:

Koelnmesse GmbH

Tel: +49 221 821-0

Fax: +49 221 821-2574

Email: info@koelnmesse.de

Web: www.koelnmesse.de



UAE

SIAL Middle East 2012

Food International Trade Fair
Abu-Dhabi National Exhibition Center – Adnec

26 – 28

Abu Dhabi

UAE

Info:

Turret Media FZ LLC

Tel: +971 (0)2 401 2777

Fax: +971 (0)2 401 1760

Email: info@turretme.com

Web: www.turretme.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:

Expo Centre Sharjah

Tel: +971(6)5770000

Fax: +971(6)5770111

Email: info@expo-centre.ae

Web: www.expo-centre.co.ae

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Beverages & Drinks

Akbar Brothers (Pvt) Ltd
334, T.B. Jayah Mawatha, Colombo 10, Sri Lanka

Tel: +94 11 2697151

Fax: +94 11 2699029

Web: www.akbar.com

Contact Person:

Mr. Fasly Munawwar - Business Development Executive

E-mail: fasly@akbar.com, akbar@akbar.com

Largest exporter of Ceylon Tea. The company has a comprehensive range comprising of black and green teas, herbal teas, flavored teas and iced teas. It offers packaged and bulk teas.

Al Rawabi Dairy Company

Al Khawanej, PO Box: 50368, Dubai, UAE

Tel: +971 4 2892123

Fax: +971 4 2892494

Web: www.alrawabidairy.com

Contact Person:

Dr. Ahmed El Tigani A. Rahim - General Manager /

Mr. Abyson Jacob - Dy. Sales & Mktg. Manager

E-mail: pia@alrawabi.ae; sales@alrawabi.ae

Al Rawabi Dairy Company was established in Dubai over two decades ago, and has grown to become one of the main producers of dairy products and fresh juices in the GCC. The company has now grown to produce over 15 juice drinks, a range of milk, yoghurts and health drinks, as well as desserts. Al Rawabi currently serves the UAE, Qatar and Oman, with plans to increase distribution to include Bahrain in the coming year. The company's success has been largely driven by its focus on quality, innovation and freshness.

Aspen Middle East FZE

PO Box: 8729, SAIF Zone, Sharjah, UAE

Tel: +971 50 6585212

Fax: +971 50 6377142

Web: www.aspenfoods.net

Contact Person:

Dr. Pradeep Raman - Director

E-mail: aspenme@eim.ae

Dealing in seafood, chicken, meat, egg, ginger, garlic, apple, pear, fruit juice, mineral water etc.

T. Choithram & Sons L.L.C.

Al Etihad Rd, PO Box: 5249, Dubai, UAE

Tel: +971 4 3479974

Fax: +971 4 2691137

Web: www.choithram.com

Contact Person:

Mr. Manoj Thanwani - Director

E-mail: manoj@choithram.com

Started in 1974, the company operates more than 48 retail units across the GCC having 28 stores in the UAE. Also, involved in distribution; HORECA trade; re-exports, as well as specializing in areas of non-food retail with a shared "Full of Goodness" vision of being the Number 1 Fresh Retailer and Distributor of Choice in the GCC.

Commercial Network SARL

Kaslik, center Damah, First floor, PO Box: 2209, Jounieh, Lebanon

Tel: +961 9 210721

Fax: +961 9 221418

Contact Person:

Mr. Dory Ishak - Owner

E-mail: comnet@inco.com.lb

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Tel: +961 5 950820

Fax: +961 5 456230

Web: www.foodcomktg.com

Contact Person:

Mr. Nabil Chehab - General Manager

E-mail: foodcom@foodcomktg.com

Foodcom is specialized in the trade of fruit pulps and concentrates for the juice and dairy industries. The company operates in the countries of the Levant and GCC as well as in some African and East European countries, with a strong foothold, strongly supported by a professional team and high quality products.

Ghassan Ahmed Al Sulaiman Trading

Office M1, Ali Bin Salim Bin Jassim Bldg., Abu Baker Al Siddique St., PO Box: 13952, Dubai, UAE

Tel: +971 4 2698191

Fax: +971 4 2697801

Web: www.ghassan-dubai.com

Contact Person:

Mr. Mazen Khouddaji - Managing Director

E-mail: ghasan@eim.ae

Exclusive importer and distributor of high quality food and beverage products from Europe & USA. Main office in Dubai, branch in Abu Dhabi and own warehouses in Dubai. HACCP Certified.

Hong Kong Commercial City Group Co (Owner of Hamed Green Tea)

Apartment 5, No 21, 23 Alley, Gandhi Street, Tehran, Iran

Tel: +98 21 88662155

Fax: +98 21 88662155

Web: www.hamedgreentea.com

Contact Person:

Mr Zhang Hui - General Manager of Hong Kong Commercial City Group Co.

E-mail: hamedgreentea@yahoo.com

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Agents and Distributors:

Asiawindow Co Ltd

Dubai, UAE

E-mail: asiawindow_82@yahoo.com

Hamed Green Tea Co Ltd

Iran, Tehran

E-mail: hamedgreentea110@yahoo.com

Kassatly Chtaura

Nahr El Mott, Roumieh Jail Road, Kassatly Chtaura Building, 1st Floor, PO Box: 165 176 Beirut, Lebanon

Tel: +961 1 899888

Fax: +961 1 878068

Web: www.kassatly.net

Contact Person:

Mr. Akram Kassatly - CEO

E-mail: kassatly@kassatly.net

Kassatly Chtaura is a family-owned company that produces syrups, juices and the RTD mixes FREEZ, Energy drinks has also taken on a brand new form, the can. Freez and Syrups are proudly announcing their awards as "PRODUCT OF THE YEAR 2013".

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Istanbul Street, Exit 18, Sulai Area, Riyadh, PO Box: 250325, 11391 Riyadh, Saudi Arabia

Tel: +966 1 4717072 / 4717778 / 4717900

Fax: +966 1 4712002

E-mail: bilal@multi-brands.com

Quatro for Import & Export

9 Adan street, Mohandeseen, Giza, Egypt

Tel: +20 2 37492914

Fax: +20 2 37487632

E-mail: sales@quatroseoudi.com

Vision Exports FzcAv.

SAIF Zone, Sharjah, UAE

Tel: +971 6 5579366

Fax: +971 6 5579367

E-mail: importsv@emirates.net.ae

Highland House for General Trading

Milan Street, Al Malayeen District, Duhok, Iraq

Tel: +962 6 5824736

E-mail: akram.kareem@effcd.com

Arizona Trading Co. W.L.L.

PO Box: 7949, Bldg No.02 Al Ma'moura, Al Nuaija D

Ring Road, Doha, Qatar

Tel: +974 4661528

Fax: +974 4661529

Mob: +974 5524752

E-mail: amira@sadita.net

Bedie ben Mansour de Commerce

55 rue Farhat Hached Sidi Rzig, Tunisia

Tel: +216 26 375388

E-mail: bmc_freez_tunisia@hotmail.fr

SARL Edida

169 B Hai Oued El Tarfa, 16408 El Achour, Alger, Algeria

Tel: +213 770 555444

E-mail: bassemmhai@hotmail.com

Krones AG

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Fax: +49 9401 702488

Web: www.krones.com

Contact Person:

Ms. Silvia Puckl - PR Manager

E-mail: info@krones.com

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Brazil & Middle East: USD47.2 Million Export Deals



البرازيل والشرق الأوسط: ٢,٧٤ مليون دولار أمريكي قيمة صفقات التصدير

The Brazilian Trade Mission to the Middle East, which was organized by the **Brazilian Trade and Investment Promotion Agency (Apex-Brasil)** and the **Brazilian Ministry of Development, Industry and Foreign Trade**, concluded recently in Saudi Arabia and the UAE, with export deals worth USD47.2 million either closed during the event or to be consummated within the next 12 months involving 30 Brazilian companies and buyers in KSA, UAE, Qatar, Kuwait, Lebanon, Iraq, Oman, Bahrain and Jordan. The Brazilian companies, which were primarily from the auto parts, food and beverage and housing and construction sectors, were involved in a total of 636 business meetings in Jeddah and Dubai with over 200 buyers from the region.

Commenting on the success of the mission, *Mauricio Borges*, President of Apex-Brazil, said: "We were overwhelmed by the business generated during this trade mission, who clearly underscores the strength of the trade relations between Brazil and countries in the Middle East and Levant regions. The mission created concrete opportunities for Brazilian companies to consolidate existing business in this important market and also facilitated the opening of new space for Brazilian products, while attracting investments to Brazil." The trade mission generated several business opportunities for companies in the food sector. **Millen International**, for example, received importers interested in wafers, filled biscuits and pretzels. **MBR**, an exporter of food, also made a positive evaluation of the roundtables. According to the company's representative in the Middle East, MBR was involved in productive meetings with importers with great buying potential. The company offers fruit and vegetables, industrialized food, cheese, juice, almonds and nuts, among other products.

The Saudi-leg of the Brazilian Trade Mission featured business meetings in Jeddah with hosted buyers from various cities across the Kingdom of Saudi Arabia, while the UAE-leg featured investment seminars in Dubai and Abu Dhabi, in addition to a hosted buyer's program for regional importers and traders.

Mauricio Borges
President
Apex-Brasil

اختتمت «البعثة التجارية البرازيلية إلى الشرق الأوسط»، التي نظمتها الوكالة المستقلة لترويج التجارة والاستثمار البرازيلية «أبيكس برازيل» ووزارة الصناعة والتنمية والتجارة الخارجية في البرازيل، مؤخراً أعمالها في كل من السعودية والإمارات بتوقيع صفقات تصدير بلغت قيمتها ٤٧,٢ مليون دولار أمريكي، إما أبرمت خلال الحدث أو ستبرم خلال الأشهر الإثني عشر المقبلة بين ٣٠ شركة برازيلية وشركات تجارية محلية من السعودية والإمارات وقطر وكويت ولبنان والعراق وعمان والبحرين والأردن. وعقدت الشركات البرازيلية، التي تمثل مختلف القطاعات الحيوية، ٦٣٦ إجتماع عمل في جدة ودبي مع نحو ٢٠٠ شركة تجارية محلية من مختلف أنحاء المنطقة.

وتعليقاً على نجاح البعثة، قال مورييسو بورخيس، رئيس «أبيكس برازيل»، الجهة المنظمة للحدث: «يجسد النجاح الكبير الذي حققته أعمال البعثة التجارية البرازيلية إلى الشرق الأوسط وحجم الصفقات التي أبرمت خلال الحدث، متانة العلاقات التجارية بين البرازيل وبلدان الشرق الأوسط والشرق العربي. ولا شك أن هذه البعثة التجارية قد ساهمت في فتح آفاق واسعة أمام الشركات البرازيلية لترسيخ حضورها وتعزيز مكانتها ضمن هذه السوق الحيوية، فضلاً عن إيجاد قنوات جديدة للمنتجات البرازيلية وجذب المزيد من الإستثمارات الواعدة إلى البرازيل». وكان لشركات الأغذية نصيب كبير من الفرص التجارية التي فتحتها نشاطات «البعثة التجارية البرازيلية إلى الشرق الأوسط»، حيث سجلت شركة «ميلن إنترناشيونال»، على سبيل المثال، إهتماماً كبيراً من أبرز المستوردين بمنتجاتها من بسكويت الويفر والبسكويت المحشو والبسكويت المملح. وعقدت شركة «إم. بي. آر»، المصدرة للمواد الغذائية، سلسلة من إجتماعات المائدة المستديرة مع مجموعة من شركات الإستيراد البارزة، وذلك وفقاً لممثل الشركة في الشرق الأوسط. وتتمحور أعمال شركة «إم. بي. آر» حول توفير منتجات الفواكه والخضروات والمواد الغذائية المصنعة والأجبان والعصائر واللوز والجوز وغيرها من المنتجات الغذائية.

يذكر أن أعمال «البعثة التجارية البرازيلية إلى الشرق الأوسط» شهدت في محطاتها التي أقيمت في السعودية تنظيم مجموعة من إجتماعات العمل في جدة بحضور حشدٍ من الشركات التجارية المحلية من جميع أنحاء المملكة، بينما شهدت محطاتها التي أقيمت في الإمارات عقد سلسلة من الندوات الإستثمارية في دبي وأبو ظبي، بالإضافة إلى تنظيم برنامج «المشتري المضيف» لشركات الإستيراد والتصدير على مستوى المنطقة.

مورييسو بورخيس
رئيس الشركة
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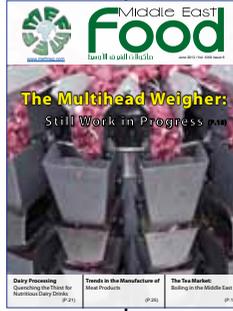
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"Döhler uses state-of-the art technologies to develop and create a comprehensive integrated product portfolio..."

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