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# Middle East FOOD

مأكولات الشرق الأوسط

May 2013 / Vol. XXIX Issue 5

## Innovative Opportunities to Serve Healthy Ice Cream Production

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New Ideas from Modern  
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# innovations in processing systems for snacks A - Z



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## COVER STORY

When reducing the fat content, the risk is that the ice cream becomes cold and watery, lacking shape and storage stability and with a fast melt. Both stability and creamy mouthfeel is a combination of the viscosity provided by the bulking effect of the fat, and the fat structure created during processing of the ice cream.



Cover Photo Courtesy of Gram Equipment A/S



## MENA's Food Retail Sector: Fast Moving



## قطاع بيع الأغذية بالتجزئة في الشرق الأوسط وشمال أفريقيا ينمو بسرعة

The regional food retail sector has experienced hyper speed evolution in the past years with prospects that the consumer spending in Gulf Cooperation Council (GCC) food retail sector will reach USD106 billion in the next five years. Yet, it is expected that the large sized stores, such as hypermarkets, will dominate the GCC market over the next five years.

This development led the world's main retailers to turn their attention to the Middle East and North Africa (MENA) region to expand their presence. A joint venture company by **Majid al Futtaim** and **Carrefour France** led to the opening of a number of hypermarkets across the MENA region, starting from Lebanon, Qatar to Tunisia. Moreover, Dutch food retailer **SPAR International** plans to enter the Middle East and to have thirty stores in the region by the end of 2015 (in Abu Dhabi, Qatar, Lebanon and Oman). In addition to international retailers, there are also locally developed brands such as **Lulu Group International** which runs a chain of 104 hypermarkets, supermarkets and grocery stores in the Middle East and Africa.

The May 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 07 presents new ideas from modern biotechnology for the yeasts and enzymes industry. On page 15, the article sheds the light on the thriving food retail industry in GCC. Furthermore, the article on page 20 discusses the innovative technologies used to serve the healthy ice cream production.

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

**Dina Fawaz**  
Senior Editor & Researcher

شهد قطاع بيع الأغذية بالتجزئة الإقليمي تطوراً فائق السرعة في السنوات الماضية مع توقعات بأن يسجل إنفاق المستهلك في قطاع بيع الأغذية بالتجزئة في دول مجلس التعاون الخليجي ١٠٦ مليار دولار أمريكي في الأعوام الخمسة القادمة. وتشير التوقعات إلى سيطرة المخازن الكبرى مثل «الهايبر ماركت» على سوق دول مجلس التعاون الخليجي في الأعوام الخمس القادمة.

وقد أدت هذه التطورات إلى اهتمام أهم تجار التجزئة في العالم بمنطقة الشرق الأوسط وشمال أفريقيا وسعيهم إلى زيادة وجودهم في المنطقة. كما أدت شركة المحاصة المبرمة بين شركة ماجد الفطيم وكارفور فرنسا إلى افتتاح عدد جديد من الهايبر ماركتس في منطقة الشرق الأوسط وشمال أفريقيا بدء من لبنان وقطر وصولاً إلى تونس. وتخطط شركة بيع الأغذية بالتجزئة الهولندية «سبار إنترناشونال» فتح ثلاثين متجرًا في الشرق الأوسط بحلول العام ٢٠١٥ (في أبوظبي وقطر ولبنان وعمان). وبالإضافة إلى تجار التجزئة العالميين، يوجد في المنطقة سلسلة متاجر محلية ناجحة مثل «المجموعة الدولية لولو» التي تدير سلسلة من ١٠٤ هايبر ماركت وسوبر ماركت ومتاجر البقالة في الشرق الأوسط وأفريقيا.

يغطي عدد أيار/مايو من مجلة مأكولات الشرق الأوسط آخر أخبار قطاع الصناعة الغذائية في الشرق الأوسط وشمال أفريقيا بما فيها الابتكارات والمشاريع والأحداث الجديدة. فيقدم المقال في الصفحة ٠٧ أفكاراً جديدة من مجال التكنولوجيا الحيوية الحديثة لصناعة الخمائر والأنزيمات. ويسلط مقال الصفحة ١٥ الضوء على الازدهار الملحوظ الذي يشهده قطاع بيع الأغذية بالتجزئة في دول مجلس التعاون الخليجي بينما يناقش مقال الصفحة ٢٠ التقنيات المبتكرة التي تستخدم لإنتاج الثلجات الصحية.

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

[content@cphworldmedia.com](mailto:content@cphworldmedia.com)

**دينا فواز**  
كبير المحررين والباحثين

### CPH Team

(Email domain is @cphworldmedia.com)

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

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

**Editorial & Research** • **Editor-in-Chief** Rola Hamdan Ghutmi / [content@](mailto:content@) • **Acting ER Manager/Senior Editor & Researcher** Dina Fawaz / [d.fawaz@](mailto:d.fawaz@) • **Editor & Researcher** Rawand Fakih / [rfakih@](mailto:rfakih@) • **Assistant Editor & Researcher** Soha Ghandour / [s.ghandour@](mailto:s.ghandour@)

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

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

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

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

**Graphic Design** • [design@](mailto:design@)

### Honorary Editorial Consultants (HEC)

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

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

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

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

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

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

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

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FAX: +886-4-2277-3412

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





## Bahrain

### Fifth Edition of Food and Hospitality Expo

The fifth edition of the annual Food and Hospitality Expo in Bahrain gathered the finest hospitality service providers and the best in the food industry. The three-day exhibition which was opened by Health Minister *Sadiq Al Shehabi* and which was held at the Bahrain International Exhibition and Convention Centre provided a strategic platform for participating exhibitors including health professionals, specialists and other stakeholders. Displays specially designed for healthcare products and services were also on the show. Furthermore free workshops and seminars on health, nutritional therapy, free medical check-up as well as fitness equipment, beauty treatments and live demos were offered. According to the minister of Industry and Commerce *Hassan Fakhro* Bahrain's status as a hub for international exhibitions and conferences has been reinforced as a series of major events have taken place in the country. *Fakhro* added that these events have generated significant economic benefits for the country and enabled professionals from across the world to share their experiences.

ers in receiving the money given by dairy factories, he hoped that cooperation between the private sector and milk production factories will help solve the problems in the current year. Furthermore, in October of 2012, *Hussein Chamani*, a consultant at Iran's **Milk Industry Association**, said that according to the Health Ministry's statistics, about 90 percent of Iranians suffer from lack of adequate calcium. According to him, the sharp increase in price of milk and other dairy products is the main reason behind the deficiency.

development in rural areas. The World Bank has supported the Plan Maroc Vert since its inception in 2008 and today approved a USD203 million Development Policy Loan to further contribute to the modernization of the agricultural sector. Today's loan is the second in a series following the first approved in March 2011. The series supports key reforms envisaged in the national Plan to strengthen domestic markets, help small farmers, enhance agricultural services, and improve the delivery of irrigation water. One ex-



## Iran

### Milk Production to Reach 10.5 Million Liters

According to the head of the board of directors of **Livestock Breeders Union** *Sirous Roustas* some 10.5 million liters of milk will be produced in Iran in the current Iranian year which started on March 21. *Roustas* added that based on the agreement signed with the **Agricultural Jihad Ministry**, 20,000 tons of milk powder will be exported by the year end. Referring to the problems faced by livestock breed-



## Morocco

### Morocco's Farmers to Benefit from Agricultural Modernization

Morocco's long-term agricultural vision is to double the value-added of the sector and create 1.5 million jobs by 2020. The Plan Maroc Vert is the country's core agricultural strategy to bring better opportunities to small and large-scale farmers by transforming the agri-food sector into a stable source of growth, competitiveness, and broad-based economic

ample of an outcome of the first loan is that small farmers have now transparent procedures in place to access public grants for agriculture diversification, intensification, and commercialization. Presently USD680 million have been allocated to more than 200,000 small farmers throughout Morocco. "The Plan Maroc Vert is a comprehensive program which addresses key challenges such as food security and Morocco's integration into the global economy," said *Simon Gray*, **World Bank Maghreb Country Director**. "Developing a liberalized and diversified market environment will boost the performance of the agri-food sector and contribute to reducing rural poverty."





## Qatar

### Burger King Qatar Achieves Highest Growth

Burger King Qatar achieved the highest annual comparative sales growth, making it

over the region and many high-ranking corporate officials from Burger King. Premier Food Services and Burger King have built a strong market profile by focusing on building brand leadership through their Family Quick Service restaurant concept supported by the "Have it your way" and "Taste is King" brand promise, flame grilled burgers, high quality products and friendly service.

porters to expand their market presence in the Kingdom of Saudi Arabia. Brazilian exports to the country were valued at USD3 billion in 2012, according to recent figures from the **Brazilian Ministry of Development, Industry and Foreign Trade**, underlining the strong trade relations between the two countries. Moreover, around 585 Brazilian companies currently export various products, including chicken, sugar, maize, iron ore and soy among other items, to Saudi Arabia. Mauricio Borges, president of Apex-Brasil, said: "[...] This recent seminar we organized underlines the strategic importance of Apex-Brasil in promoting the sustained growth of trade activities between Brazil and Saudi Arabia."



## UAE

### Abu Dhabi to Convert Farm Waste into Compost to Support Farming

The **Centre of Waste Management (CWM)** in Abu Dhabi launched a project intended to turn annually about 300,000 tons of farm waste into compost fertilizers. It is estimated that farms in the emirate of Abu Dhabi produced 295,000 tons of waste last year. According to a senior official from the center, the plan is to convert most organic waste from farms into compost that will help improve agriculture. In order to encourage farmers to send their organic waste to compost factories in the emirate, the center has announced several measures. Furthermore, it will conduct awareness programs among farmers and provide them certain exemptions in fees and mandatory requirements for waste handling. Announcing the initiative at a press conference *Salem Al Ka'abi* Deputy Director of the CWM, said four factories in the emirate are converting the organic waste into compost already. "The centre will encourage farm owners to segregate organic waste from inorganic waste so that they can send them to compost factories," said Al Ka'abi.



## Saudi Arabia

### Apex-Brasil Discusses Saudi Wide-Ranging Export Prospects

The **Brazilian Trade and Investment Promotion Agency (Apex-Brasil)**, in collaboration with the **National Confederation of Industries (CNI)**, the **Federation of Industries of the State of São Paulo (Fiesp)** and the **Arab Brazilian Chamber of Commerce (ABCC)**, has recently concluded a Focus Market seminar in São Paulo, Brazil, to discuss opportunities for Brazilian ex-

the best performing Burger King franchisee in the Middle East in 2012. These results are exceptional considering that the brand operates in 10 country markets in the region, with over 300 restaurants, of which Qatar currently operates 18 and is still developing with plans to open more restaurant locations across 2013. For its performance, brand franchise partners in Qatar, **Premier Food Services** which is a part of **Al Jassim Group**, was recognized by Burger King at a special awards ceremony held in Lebanon recently that welcomed franchise partners from all

# Ingredients & Additives

## Bakery Ingredients

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# Yeasts & Enzymes: New Ideas from Modern Biotechnology

**M**odern biotechnology has developed in a large measure due to food technology, but for some years now a reversal has been underway. With the development of enzymes produced with microbes, today biotechnology supplies the food industry with important tools for further development. Yeasts play an important role in the manufacture of enzymes, as they have the advantage to produce complex enzymes that can be recovered from the culture medium.

## Confectionary production

Invertase is a well-known enzyme produced with yeast, and is used in industrial-scale confectionary production. When confections containing saccharose are stored, they undergo changes that negatively affect their texture. Even wrapped and packaged confections lose water, becoming dry and hard. In addition, saccharose tends to crystallize in storage, and water loss just exacerbates this. As a result the product takes on an undesirable sandy texture. Marzipan products are a typical example. Adding invertase to marzipan results in the slow hydrolysis of the saccharose, turning it into the simple sugars glucose and fructose. These are less liable to crystallize and thus do not form hard, sandy particles. Furthermore, fructose is hygroscopic, i.e. has a strong tendency to bind water. This reduces the loss of water from evaporation and thus drying during storage. Invertase is also used in products that require a firm core during manufacture, for example in order to apply a chocolate coating, but whose core should be liquid when the product is consumed. The addition of invertase converts the hard saccharose into a viscous glucose-fructose filling.

## Milk tolerance

Another familiar yeast in food manufacture is *Kluyveromyces lactis*. In kefir this yeast produces lactase, which breaks down lactose (milk sugar) so that it can be metabolized. Lactase is used in great quantities for the production of lactose-free milk and dairy products. These lactose-free products help alleviate the symptoms of one of the most frequent food intolerances. People with insufficient lactase persistence - which actually includes most people in the world - can digest lactose only in small amounts. Most of the lactose they consume reaches the large intestine, where intestinal bacteria take it in and give off gases and organic acids, leading to gas, diarrhoea and a bloated feeling. The increasing attention on healthy food and lifestyles in recent years has led to a rise in the number of known lactose intolerances, and scientists expect this to continue to rise sharply. Lactase hydrolyses the lactose in milk into the readily digest-



*"The addition of invertase converts the hard saccharose into a viscous glucose-fructose filling"*

ible sugars glucose and galactose, for problem-free enjoyment of milk.

## Cheese production

Cheese is another very popular dairy product. It is traditionally produced with the help of rennet, an enzyme mix found in the stomachs of young calves, but the growing world demand for cheese greatly exceeds the supply of calves' rennet. New discoveries in biotechnology have made it possible to isolate the active enzyme in rennet, chymosine, and transfer it

to the familiar yeast *K. lactis*. This highly pure microbially manufactured chymosin has tremendously reduced the pressure on the supply of calves' rennet. In addition, its high purity and the standardization of its activity have enabled more efficient and safe cheese production at a high level. The increasing automation of enzyme research also means that ever larger cell databases of yeasts and other microorganisms can be searched ever faster for interesting enzymes. Thus, important enzymes for the food industry have now been located in yeasts not historically known in food production, for example the *Candida* yeasts. They are now used to produce lipases that accelerate cheese maturing, for example.

*“Lipases are also becoming more important for the baked goods industry”*

**The baked goods industry**

Lipases are also becoming more important for the baked goods industry, to convert the lipids in flour into more polar molecules. These polar lipids are similar to emulsifiers, and stabilize the gas bubbles that form in baking. As a result the bubbles do not coalesce

as much, and crumb has a finer structure. Polar lipids also help keep the gas in the bread so the bread has more volume, an important quality consideration. In addition, they give breads longer shelf life by bonding to the starch helix and preventing the starch from recrystallizing, delaying staling of the bread.

The possibilities afforded by biotechnology are increasing, and at an increasing pace. Today, enzyme sequences are not just transferred from a host organism to a production organism. Newer methods make it possible to adapt enzymes to their task before transfer. We look ahead with interest to a future in which the food industry and biotechnology continue to cross-pollinate with ever more developments. ■

**Source:**

Alexander Rohde  
Product Manager  
SternEnzym GmbH & Co. KG  
E-mail: [arohde@sternenzym.de](mailto:arohde@sternenzym.de)  
Web: [www.sternenzym.de](http://www.sternenzym.de)

تطورت التكنولوجيا الحيوية الحديثة إلى حد كبير بفضل تكنولوجيا الأغذية إلا أن الوضع تغير في السنوات الأخيرة. فمع تطور الأنزيمات المنتجة من الجراثيم، توفر التكنولوجيا الحيوية اليوم لصناعة الأغذية أدوات هامة من أجل تطوير إضافي. وتلعب الخمائر دوراً هاماً في صنع الإنزيمات نظراً لتمتعها بميزة إنتاج إنزيمات مركبة يمكن التعويض عنها من المستنبات.

# Sternenzym: Custom Enzyme Design

Enzymes are becoming more and more important in food and beverage production. They simplify chemical reactions, reduce the amount of energy needed, and achieve exactly the desired results. **SternEnzym**

creates customized multi-enzyme compounds, in many cases using its own microorganism cultures developed in-house. The company's portfolio includes systems for baked goods, pasta and confections, dairy products and for the sugar, meat and fish industries. Particularly, the baking industry is paying increasing attention to lipases, which are derived in part from yeast cultures. An example of the multi-functionality of these enzymes is the Sternzym EFX series, developed to improve dough stability, bread volume and crumb poring. For example, Sternzym EFX Swift is used in addition to an existing treatment to give breads and rolls a finer crumb and good volume. These products also make it possible to use less of the emulsifier DATEM (diacetyl-tartaric acid ester), even in frozen doughs. Moreover, SternEnzym's Dairyzym series is a microbial lactase of the latest generation for the manufacture of lactose-free dairy products. Made from specially selected yeast, it is very pure and has only low side activity, due in part to its innovative purification process. This prevents the formation of unpleasant off-tastes in dairy products as well as undesirable Maillard browning reactions. Dairyzym series products are ideal for lactose-free dairy products as well as ice cream, condensed milk and sweet bread spreads like dulce de leche. Their lactase prevents crystallization and thereby a sandy mouth feel during cooking and freezing. ■



**Sternzym EFX Swift is used to give breads and rolls a finer crumb and good volume**



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# Fruits & Vegetables' Grading: An Essential Step

**G**radation of fruits and vegetables is an essential step in post-harvest management. It consists of sorting vegetables and fruits into different grades according to physical characteristics such as size, shape, color, weight, volume and so on. Hence, in order to set a general uniform language describing the quality and condition of fruits and vegetables the **U.S. Department of Agriculture (USDA)** has set a list of standard specifications. Moreover, it is important to note that these standards continue to change in accordance with the market current trends, needs and conditions of the environment.

## Grading of fresh fruits

In general, fresh fruits are graded on the basis of characteristics such as size, weight, shape, color, maturity and specific gravity amongst other. Size grading is the most predominant characteristic followed in almost all types of fruits. The fruits are graded as small, medium, large and extra-large. Maturity grading also is an obvious specification. It determines both the fruit's quality and its shelf life. On the basis of maturity, the fruits are graded as immature, properly mature and over mature. In order to set a general uniform language describing the quality and condition of fruits, the USDA's **Agricultural Marketing Service (AMS)**, has established three U.S. general grades: 1, 2 and 3. A grade of U.S. 1 or Fancy for instance indicates the fruit is well-formed, mature, firm, well-colored, hand-picked, and is not in shattered, overripe, tainted with insects, shriveled or injured. However the list of fresh fruits in the market is quite long, hence many of the fruits require their own set of standard grades. Apple

*"... USDA's Agricultural Marketing Service (AMS), has established three U.S. general grades: 1, 2 and 3"*

for instance is a popular fruit found in large variety in the USA. The USDA has therefore set five grades: U.S. extra fancy, U.S. fancy, U.S. No.1, U.S. utility, and combination grades. U.S. extra fancy indicates that apples are mature but not overripe. They are decay free, injury free, clean and fairly well formed. U.S. fancy apples are similar to extra fancy apples except have slightly less quality. U.S. No.1 apples meet the requirements of U.S. fancy grade apples except for invisible water core, russeting and color. U.S. utility apples are mature but not overripe, not seriously deformed, and free from soft scald, freezing injury, internal breakdown and internal browning. Finally, combination grades of apples involve different combinations of the previously mentioned grades above.

## Grading of fresh vegetables

Grading of fresh vegetables is similar to grading of fresh fruits. The USDA grades vegetables according to general standards such as size, growth, physical





description, tolerances, defects and handling needs. However, just like fresh fruits these general standard specifications differ from a vegetable to another. Potatoes for instance, are popular across the United States and are one of the most commonly consumed vegetable in the country. Potatoes that are graded U.S. No. 1 have an attractive shape. They do not enclose any discoloration and should not be damaged in any way. These potatoes are typically sold to consumers in grocery stores or to high end restaurants. Potatoes graded as U.S. No. 2 are commonly bruised, misshapen or discolored. They are not typically sold to the public, but rather to restaurants which sell meals that include mashed potatoes or French fries. Finally, if a potato meets most of the requirements for the U.S. No. 1 grade, but still lacks the totality, it may be designated as U.S. Commercial potato. For this grade to be given, the potato must be free from any damage caused by dirt, foreign matter or brown coating. It also should not suffer from any fungal disease. On another note, mushrooms have two grades set by the

*"For this grade to be given, the potato must be free from any damage"*

USDA, U.S. No. 1 and U.S. No. 2. Mushrooms classified as U.S. No. 1 are mature, trimmed well, well shaped, and free from spots, disease, decay and external damages. U.S. No. 2 mushrooms exhibit the same characteristics of U.S. No.1 mushrooms except for a greater tolerance of defects and open veils.

Grading of fresh fruits and vegetables is essential for quality but it also has many other advantages. It prevents from losing the selling price due to the presence of deficient products, it prevents the contamination of healthy products by defected ones, it increases marketing efficiency by facilitating buying and selling a product without personal selection and it provides fairness to both buyers and sellers. It is also worth mentioning that it eases the process of purchase as the consumer doesn't need to inspect before purchasing. ■

**Prepared by:**

Rawand Fakh  
Editor & Researcher

يعتبر تصنيف الفواكه والخضار خطوة أساسية في مرحلة ما بعد الحصاد. وتشمل هذه الخطوة فرز الخضار والفواكه لتصنيف الدرجات المختلفة وفقاً لشكلها ولخصائصها الطبيعية مثل الحجم والشكل واللون والوزن وغيرها من الخصائص. وعليه، ومن أجل وضع لغة موحدة عامة تحدد نوعية الفواكه والخضار، وضعت وزارة الزراعة الأمريكية (USDA) قائمة بالمواصفات المعيارية. وتجدر الإشارة إلى أن هذه المعايير تخضع لتغييرات مستمرة مرتبطة باتجاهات السوق الحالية وحاجاتها وطبيعة المناخ والبيئة.

## Coarse Separated Meat Technical Improvements



**LIMA** has dramatically improved the quality in terms of recovered meat texture. The LIMA DDS range allows to reach with yields up to 40 to 80 percent on chicken trimmings, V-bones, necks

with a Meat Destruction Indicator (MDI) less than 58,1 percent. The calcium level is now as low as 200 to 500 ppm. This achievement allows to classify these products technologically - as closed to minced meat. This has been possible thanks to keeping control of very low pressure during the separation process. Also, the even and constant flow transfer of the raw material from the hopper to the separating head is critical. Almost all these new concepts are adaptable on existing models. Therefore, in choosing LIMA, customers are assured that they are acquiring equipment on which these progresses can be adapted without high capital investment and important modification to existing production lines. ■

## Adding Value to Farmed White Fish



**Marel** has developed a high-speed, value-adding grading and intelligent packing solution for farmed fish operations, which can process up to four sizes simultaneously. The farmed fish solution

includes grading, packing and labeling capabilities. Each fish is individually weighed as it passes along the high precision flowscale in a continuous stream. It then travels along a grader, with flexible gate configurations of up to 24 gates. A machine interface, connected to standard PCs and optional Innova software, manages the entire process. Then each fish is automatically weight-sorted to batching bins. When a target weight has been reached, the bin closes and releases the high-yield batch onto an ergonomically designed pack-off shelf, for operators to pack into boxes. Finally, a labeling component controlled by Innova software is available, which prints barcodes and real-time information for each batch, before a take-away conveyor delivers completed boxes to a common exit point. ■

# UAE & Saudi Arabia's Fast Food Industry: In Good Shape

**E**ating out at restaurants has become a common practice due to busy lifestyles and little time spent on preparing food at home. This trend led the casual dining and the fast food service restaurant industry to gain prominence across the GCC region. The United Arab Emirates (UAE) in particular is described as the largest restaurant market in the region while Saudi Arabia is observing a surge in fast food chains as international brands are seeking to boost their revenues among competition.

## UAE's booming market

UAE is the largest restaurant market in GCC reveals **AI-Taameer** in its latest hospitality market report. Abu Dhabi and Dubai account for 80 percent of total food-service demand among the seven Emirates and in 2011 the sales of the restaurant sector stood at USD2.7 billion according to a survey by **Table Talk**. Going forward, restaurant sales are expected to increase on a growing economy, changing demographics and social factors, led by increasing ethnic diversity and a flourishing tourism sector. As a result the eating out culture is gaining prominence across the country, a good sign for casual dining and quick service restaurants industry. **Euromonitor** reports that UAE's chained fish fast food market is expected to see the strongest constant value growth by 2016, with a CAGR of 11 percent. Additionally, chained burger fast food market is also projected to see strong growth within the forecast period, with a constant value CAGR of 9 percent. Furthermore, high disposable income and global exposure coupled with an increasing number of malls, present immense opportunity for fast food and casual dining restaurants to expand their operations at a faster pace. For instance, **Alshaya**, the first international licensee for **Cheese-cake Factory**, opened a second outlet in the UAE at Mall of the Emirates in Dubai. It is the largest Cheese-cake Factory restaurant in the world, occupying an area of 2,120 square meters with 526 seats.

## A surge in Saudi fast food chains

In recent years, Saudi Arabia has observed a surge in fast food chains as international brands are seeking to increase their global revenues in the competitive market. Franchise consultants report being submerged with enquiries especially from mid-sized firms intending to spread across the region. According to **AI-Taameer**, **Smashburger**, an expanding burger chain, announced opening of its first restaurant in Riyadh, Saudi Arabia. The restaurant is estimated to be around 7,715.353 square meters and would be the largest



*“UAE's chained fish fast food market is expected to see the strongest constant value growth by 2016”*

Smashburger store globally. Moreover, **Al-Ahlia restaurants - Americana**, a franchisee of **T.G.I. Friday's** brand in the Middle East, opened its 43rd restaurant in the region (9th in Saudi Arabia) at Rabiah District, Riyadh. The restaurant has 170 seats and serves a variety of Friday's menu items, including steaks, Tex-Mex, pastas, burgers, chicken, seafood, appetizers and desserts. As far as casual dining outlets are concerned, high disposable income, limited sources of entertainment and the increasing number of malls present immense opportunity for these outlets which are expected to reach approximately 17,000 by 2014, while overall value of the casual dining segment is estimated to be USD7.69 billion by 2014. It is worth mentioning that Riyadh, Jeddah and the Eastern Province are the main casual dining markets in Saudi Arabia. ■

### Prepared by:

Soha Ghandour  
Assistant Editor and Researcher

أصبح تناول الطعام في الخارج وفي المطاعم تحديداً في الآونة الأخيرة من الأمور الشائعة ويعود ذلك إلى وتيرة الحياة السريعة وكثرة الإنشغالات وضيق الوقت من أجل تحضير الطعام في المنزل. ونتيجة لذلك، ازداد الطلب على مطاعم الخدمة على الطاولة ومطاعم الوجبات السريعة في جميع أنحاء دول مجلس التعاون الخليجي مما أدى إلى نمو سوقها وإقبال الشركات الأجنبية على الاستثمار في المنطقة. وقد أشارت تقارير إلى أن سوق المطاعم في الإمارات العربية المتحدة قد أصبحت أكبر سوق في المنطقة بينما تشهد سوق مطاعم الوجبات السريعة في المملكة العربية السعودية نمواً ملحوظاً نظراً لتنافس العلامات التجارية العالمية عليها.



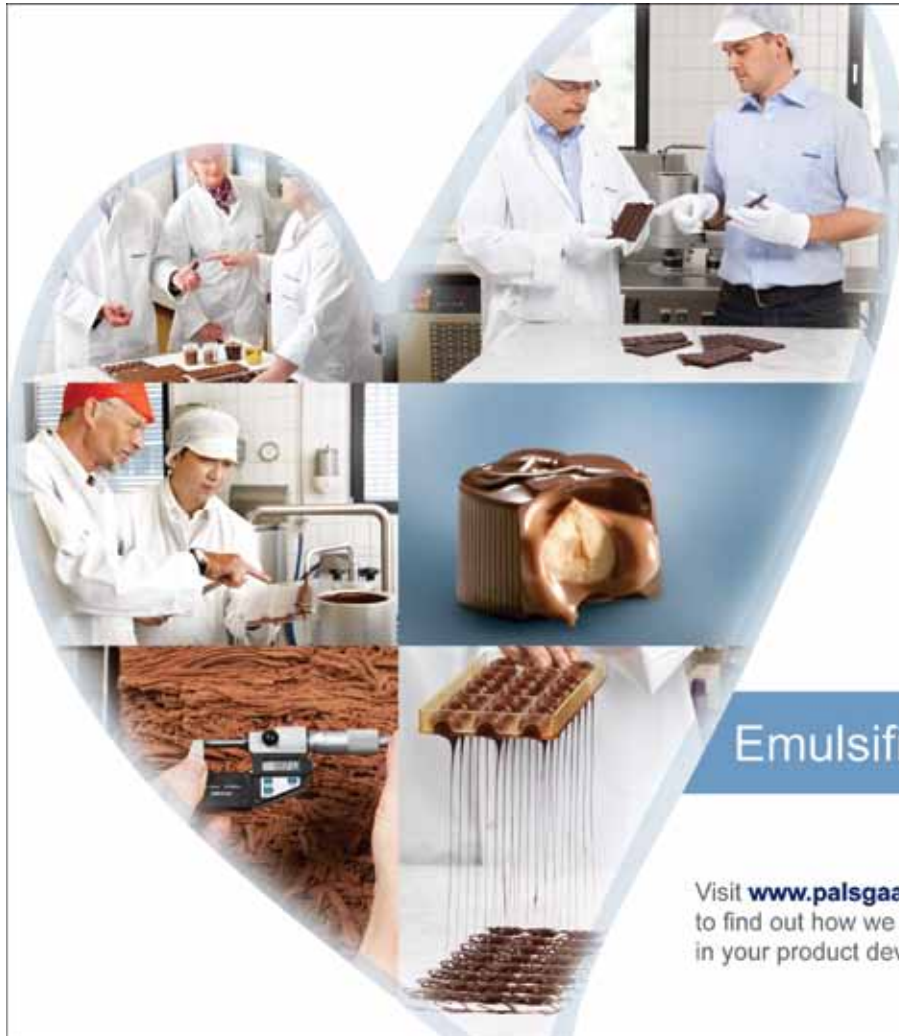
# Dunkin' Donuts Coffee from Tree to Cup

**Dunkin' Donuts**, the famous coffee and baked goods chain in the Middle East, has been brewing high quality coffee for over fifty years. Dunkin' Donuts works with coffee farmers in Central and South America, to grow only the finest coffee, 100 percent Arabica coffee beans. The same recipe the company used when it was found in 1950. Roasting transforms green coffee beans into the familiar rich, mocha colored beans. During this process, the beans undergo both chemical physical changes and evolve from green to yellow to brown as they are evenly roasted by forced hot air. The chain conducts a full sensory evaluation of the roasted beans. To do this the company's coffee experts taste an average of 200 cups of coffee each day to ensure the coffee consistently meet the company's high quality standards. After being selected to meet a certain quality standards, the fate of Dunkin' Donuts coffee bean is not left to chance. At the shops, every detail is carefully orchestrated, including the temperature and amount of water used, the timing and level of bean



**Dunkin' Donuts works with coffee farmers in Central & South America**

grinding, and the length of time the coffee is brewed. There are literally hundreds of steps in the coffee process and if at any one stop along the journey from tree to cup, the bean doesn't meet Dunkin' Donuts tough standards, it won't make it into a Dunkin' cup. ■



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# Feature Grocery

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# Modern Food Retail Thrives in GCC

The food retail industry has thrived in the GCC region over the last several years largely due to increasing purchasing power, growing expatriate population, changing lifestyle and an expanding tourism and hospitality industry. Saudi Arabia and United Arab Emirates (UAE) are particularly seeing growing preference for modern and more organized retail formats like supermarkets, hypermarkets and convenience stores. However, despite the rapid growth experienced by regional retailers, the increased presence of competition will boost the need to re-think key strategic opportunities for continued successful regional retailing.

## The shift to modern grocery retailers

UAE food retail sector, in particular, is dominated by the modern retail sector which has around 60 percent share due to the country's unique demographic profile of an 80 percent expatriate population, analyses **A.T. Kearney**, the global management consultancy, in its recent global consumer wealth and spending study. This has created a nascent demand for convenient food preparation and consumption of fresh ready-to-cook products. According to **Euromonitor**, hypermarkets in the UAE will continue to be the most significant channel in grocery retailers throughout 2016 and will see above average constant value growth of 18 percent. This channel will continue to benefit from offering convenience and value and from the ongoing expansion of large shopping malls. Convenience store is meanwhile expected to see the strongest constant value growth until 2016 at 20 percent. This channel is expected to benefit from rising traffic congestion, ongoing development of public transport systems such as the Dubai metro and decline in the number of independent small grocers. For instance, the domestic chain **24-Seven** plans to expand from 15 outlets in 2011 to 50 outlets by 2016. On the same note, **Al Ghurair Foods Group** aims to open 90 outlets across the region by 2015. The company claims that the UAE is hungry for small corner stores, with "Zawya" meaning corner in Arabic. As in most parts of the GCC, Saudi Arabia is also seeing growing preference for modern and more organized retail formats like supermarkets and hypermarkets points out **Alpen Capital** in its report. Most of supermarkets

sell only food products, meanwhile hypermarkets are noticing strong demand as they sell a variety of products in one place. Saudi Arabia has around 50 hypermarkets, many of which are located within shopping malls. The hypermarket model has remained restricted to the main Saudi cities of Riyadh, Jeddah and Dammam, thus leaving vast untapped opportunities for domestic and international retailers. The segment in the kingdom is dominated by **Al Azizia Panda United, BinDawood, Al Othaim, and Carrefour**.

“... hypermarkets in the UAE will continue to be the most significant channel in grocery retailers”

## Strategies to remain competitive

Despite the rapid growth experienced by regional retailers, the increased presence of competition increases the need to re-think key strategic opportunities for continued successful regional retailing, examines A.T. Kearney. Moreover, with growth having been focused on expansion in the past, the maturity levels of regional players is low, requiring sophistication of retail capabilities to remain competitive. Product proliferation is an example of an opportunity for regional retailers, often time having 30 percent of the assortment generating less than 5 percent of sales implying complexity, expiring and costs. In addition, the trend towards consolidation in the retail market is imminent as the share of top players steadily increases (UAE: 24 percent, Saudi Arabia: 12 percent) and will inch towards mature markets where top 3 players enjoy up-to 45-55 percent share. This will have rippling effects upstream, with distributors having to overcome rationalization risks and international and local manufacturers requiring speedy

Table 1: Grocery Retailers in Saudi Arabia & UAE

Grocery Retailers	2011	2012	2013	2014	2015	2016
United Arab Emirates - Retail Value RSP excluding Sales Tax - AED mn	33,495.00	34,921.60	37,142.30	39,798.50	42,374.20	44,912.80
Saudi Arabia - Retail Value RSP excluding Sales Tax - SR mn	104,270.40	117,063.50	130,954.90	146,022.00	162,735.90	182,302.10

Source: Euromonitor International



*“Product proliferation is an example of an opportunity for regional retailers”*

and effective go-to-market strategies to balance the increasing power of retailers. Furthermore, diversification

across formats will also be important, supermarkets cannot be undermined especially with top-up grocery visits inevitable and the rise of fresh food and ready-to-cook products likely to impact the visit frequency. Convenience of access (i.e. easy parking, location close to main traffic areas, etc.) and shopping is of essence to match the needs of the increasingly busy young expats. Another area representing a large untapped opportunity for GCC retailers is the use of private labels. These account for 3 percent of total sales, varying from 5 percent in the more mature retail economies like UAE to less than 3 percent in economies like Saudi Arabia. However, this is in sharp contrast to mature countries across the world where private labels have become an integral part of retailer's value proposition at 15-20 percent of sales in 2011 concludes A.T. Kearney. ■

**Prepared by**

Dina Fawaz

Acting ER Manager/ Senior Editor & Researcher

عرف قطاع بيع الأغذية بالتجزئة في دول مجلس التعاون الخليجي ازدهاراً ملحوظاً في السنوات الماضية وذلك نتيجة لارتفاع الدخل المتاح وتزايد عدد الوافدين وتغير نمط الحياة بالإضافة إلى توسع قطاع السياحة والضيافة. وتشهد المملكة العربية السعودية والإمارات العربية المتحدة توجهاً نحو أشكال التجزئة العصرية والأكثر تنظيماً مثل محلات السوبر ماركت والأسواق الضخمة ومحلات البقالة. وبالرغم من النمو السريع الذي شهده قطاع التجزئة على المستوى الإقليمي، ستؤدي المنافسة المتزايدة إلى الحاجة لإعادة التفكير في الفرص الاستراتيجية الرئيسية من أجل ضمان استمرار نجاح قطاع التجزئة في المنطقة.

## Choithrams to Open Gourmet Stores

**Choithrams**  
full of goodness

**Choithrams**, the popular and vibrant chain of supermarkets and department stores in the UAE is planning to open 8 gourmet stores across the country that will cater to the occupants of residential and commercial towers and communities in the region by offering the culinary experience off a modern café/ bistro with the convenience of a bakery and deli counters. This will be an entirely new concept, moving away from core retailing into F&B. With more than 4 decades in the UAE, Choithrams has continuously evolved to provide the best in “Selection, Service and Satisfaction” for its shoppers. In addition to its 48 supermarkets in the GCC, the chain's 70 years of strong foundation is also coming up with 28 more stores in strategic locations such as DIFC, Jolphar

Towers and Mina Al Arab in RAK and also in Al Falah residential area on the outskirts of Abu Dhabi. Besides, the famous chain partners with reputed names across industries in an ever expanding network of excellent service and happy customers. It also is committed to deliver the very best upholding a high standards of excellence every step of the way. In recognition of its overall excellence in the field of retailing and wholeselling Choithrams was honored as Best Food Importer of the year 2012 in UAE. Achieving a vital place amongst “The Best Supermarket” ranking for the Food Safety Award by DM Food Control Dept and the recent E-Services Excellence Award, 2012 reaffirmed the company's position on the corporate landscape of the Middle East. ■



# Industry Spotlights

## Canned Food

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# Improved Safety of Canned Food

**C**anned foods have a long history of use and have made a significant contribution to improved food safety, reduced food waste and ease of global distribution of foods in the supply chain. However, despite the obvious benefits of canned foods, there have been recent concerns about the potential for trace level contamination arising from the can coatings.

Despite canning being a mature technology, the global market for canned food is still expected to show 15 percent expansion over 5 years from USD80.7 to USD92.7 billion by 2015 (23 billion kg). The canned food industry is involved in every sector of the food market including canned ready meals, vegetables, fruit, pasta & noodles, canned desert, canned seafood and meat products. In the Middle East and Africa, canned fish and seafood lead the canned food market and are expected to continue to grow. In spite of the obvious benefits of canned foods, there have been recent concerns about the potential for trace level contamination arising from the can coatings. In cans, the food is not in direct contact with the metal, but is separated by an internal coating of a polymeric material. The can coating process whereby this internal polymeric coating is formed is complex, involving reactions between a number of different chemical substances. These chemicals react in the presence of a catalyst to form inert long-chain polymers, which are bound to the metal surface of the can as a thin layer. After this polymerization process is completed, very small quantities of the starting substances may remain unreacted, and these are potentially extractable from the can coating. One of these substances is a chemical called bisphenol A (BPA) which is of toxicological concern to food safety authorities worldwide. BPA is one of a group of substances, known as endocrine disruptors, to which low level exposure is undesirable, although there is still considerable debate as to their exact toxicological significance. The extent to which BPA can be extracted from the coating depends on a number of factors such as residual BPA levels remaining in the coating as well as the type of foodstuff. The composition of the food such as its pH and fat content affect the extent to which BPA can be extracted from the coating. In recent surveys in a number of countries, from across the world, the highest levels of BPA have been found in canned vegetables and canned fish. Levels of BPA in these critical categories of canned foods tend to be in the tens to hundreds of parts per billion (ppb). Although these numbers sound alarmingly high, one should remember that 1 ppb is

*“... can coating manufacturers have started to move away from using BPA”*



roughly equivalent to a teaspoon of sugar dissolved in an Olympic-sized swimming pool, so in absolute terms the amounts are occurring at ultra-trace levels.

To respond to the challenge of BPA contamination of canned foods, can coating manufacturers have started to move away from using BPA and are using other starting substances of lesser toxicological concern. Manufacturers are cautious however not to change a proven technology to something new without adequate testing, so although progress is inevitably slow BPA will be eliminated as a source of concern. ■

#### Source:

Dr. Hamide Senyuva  
General Director

FoodLife International

E-mail: [hamide.senyuva@foodlifeint.com](mailto:hamide.senyuva@foodlifeint.com)

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

يعود تاريخ الأطعمة المعلبة إلى زمن بعيد وقد ساهم هذا النوع من الأطعمة بشكل كبير في تحسين سلامة الأغذية وتقليل فضلات الطعام وتسهيل عملية توزيع الأغذية في سلسلة الإمداد على المستوى العالمي. إلا أنه وبالرغم من منافع الأطعمة المعلبة الجليّة، يبرز في الآونة الأخيرة قلق بشأن احتمال حدوث تلوث بسبب طبقات العلب المعدنية. وقد بدأ مصنعو العلب المعدنية مؤخراً في التحول من استعمال ثنائي الفينول أ (BPA) إلى استعمال مواد أقلّ ضرراً مع الحرص على القيام بالاختبارات اللازمة على المواد الجديدة قبل إلغاء استعمال ثنائي الفينول أ.



## GRINDSTED® WP for Canned Thick Cream



### Dupont GRINDSTED® WP range

Canned thick cream or breakfast cream as it is also often referred to, is a very high viscous cream product with a consistency similar to that of mayonnaise. The product is filled hot into cans followed by a rather severe heat treatment as is common in the canned food industry. The majority of the gel strength in the thick cream product is provided by alginate even though other ingredients such as locust bean gum and emulsifiers also play a crucial role. Soaring commodity prices and the development of new export markets for the cream has put extra demands to the stabilizing system. Where the cream products historically had a high fat as well as milk solids non-fat content in the form of proteins, manufacturers are now searching for ways to reduce the content of these expensive raw materials. At the same time consumers are demanding creaminess and long shelf life at elevated temperatures, demands which rarely go hand in hand with reduced milk solids. **DuPont Nutrition**

**& Health**, former Danisco, has just launched a series of functional systems which have been tailored to accommodate these new demands. The products are marketed under the GRINDSTED® WP range and include solutions for canned as well as UHT cream applications. The company has also launched a new range of products for the manufacture of retorted and canned recombined evaporated and filled milk with focus on reduction of milk proteins. The products are sold under the RECODAN™ EMS range. DuPont Nutrition & Health is a premier specialty food ingredient and food safety specialist. Combining knowledge and expertise with a broad, relevant portfolio of products, services and solutions, the company's business delivers unparalleled food and nutrition science to customers around the world. The major brands include Danisco and DuPont Qualicon. Solae, LLC has the leading position in soy ingredients worldwide. ■



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# Innovative Opportunities to Serve Healthy Ice Cream Production

**W**hile ice cream is traditionally an indulgent treat, modern raw materials and functional ingredients enable production of both “better for you” and “good for you” frozen desserts. Removing calories such as fat and sugar is the natural first step, but other innovative opportunities can be added such as fibers and pre- and probiotics. This article discusses the technology and raw materials used for removal of sugar and fat, as well as how to add functionality to the ice cream.

Many of the latest ice cream product launches are carrying one or more health or nutrition claims. Chart 1 shows the most used claims, but the list of possibilities is far longer. As can be seen, most of the claims revolve around reducing the levels of “bad stuff”, while fortified frozen desserts are less common. Most of the low/no/reduced ice creams reported are sold in North America, where the high intake of ice cream per capita in combination with a high rate of overweight, makes consumers more likely to choose a lighter version. Of all health claims, low/no/reduced is by far the most common in ice cream and frozen desserts. The reason is probably that ice cream is not considered a meal, but a snack. A snack should not be healthy per se, although it may be less bad for you, as long as the indulgence is not compromised. Traditional ice cream for instance has a relatively high content of fat and sugar and therefore also calories but is regarded as an indulgent snack.

Nevertheless, the raw materials used for ice cream calls for an improvement of the nutritional balance, as the milk base is easily connected to other dairy products with healthier consumer perception, like yogurt and fer-

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

mented milk. The healthy perception of these products is taken advantage of in the promotion of frozen yogurt, which is considered to be healthier than ordinary ice cream. However, this perception does not always reflect the real nutritional value of yogurt ice cream.

Table 1 illustrates the nutritional profiles of standard ice cream, yogurt and two low/no/reduced ice creams. By experienced calculation, and balancing of the recipes, low/no/reduced ice cream like the one referred to, can be made without compromising the indulgent flavor or mouthfeel associated with ice cream. If we also consider that yogurt usually contains added sugar through fruit or other inclusions, yogurt has a nutritional profile similar to 3 percent fat, no sugar added ice cream.

## **Sugar reduction in ice cream**

Sugar has three important functionalities in ice cream. Besides the sweetening effect, sugars provide bulk for body and mouthfeel, and freezing point depression for softening the ice cream. All three factors need to be balanced to achieve a good ice cream. Usually, two to three different components are used to compensate



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**Table 1: Examples of nutritional values for ice creams and yogurt**

	Standard Ice Cream 8% fat	Standard Whole Milk Yogurt	Ice Cream 3% Fat No Sugar Added
<b>Calories kcal/100g</b>	175	65	90
<b>Fat %</b>	8	3	3
<b>Carbohydrates %</b>	22	5.5	13
<b>Where of Sugars %</b>	13.5	7.8	6.6
<b>Protein %</b>	3.3	4	3.3

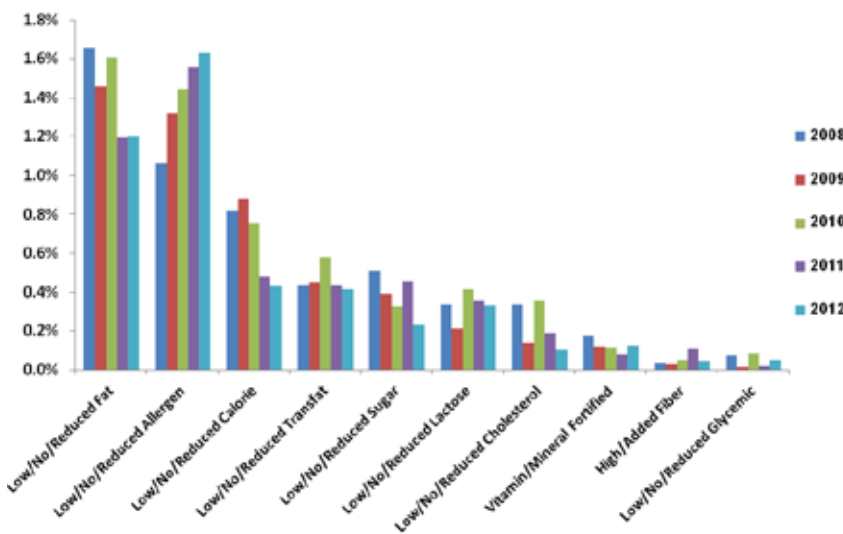
for the three factors. Sweetness is balanced by calculation of Relative Sweetness (ReIS). Sucrose has a ReIS of 1 and other sugars are rated higher or lower. The calculations take dosage into consideration. Intense sweeteners, polyols and other sugars all contribute to sweetness. Similarly, the freezing point depression is provided by polyols like xylitol and balanced by calculation of the freezing point depression factor (FPDF), again using sucrose as a reference and taking the dosage into consideration. A neutral tasting bulking agent providing medium viscosity, like polydextrose or maltodextrin, can also be added to obtain the optimal level of solids.

**Fat reduction**

Besides creamy mouthfeel and delicious flavor, fat also contributes to the stability of ice cream. When reducing the fat content, the risk is that the ice cream becomes cold and watery, lacking shape and storage stability and with a fast melt. Both stability and creamy mouthfeel is a combination of the viscosity provided by the bulking effect of the fat, and the fat structure created during processing of the ice cream. The agglomerated fat locates

*“Similar to fortified water [...] water ice can also be fortified”*

**Chart 1: % New ice cream launches carrying nutrition claims**



Source: Mintel GNPD

itself on the air cell surface, hence both facilitating a fine air cell structure and stabilizing it during freezing, storage and melting of the ice cream. When the total fat content is reduced, there will be less fat available for stabilizing the structure. It is therefore necessary to create a higher number of fat globules and to agglomerate a larger portion of them, in order to cover the same area of air/water interface. This can be achieved by the combination of an emulsifier/stabilizer system customized for reduced fat ice cream and an optimized process. If done properly, 20-25 percent of the fat in an ice cream recipe can be only replaced by emulsifiers, stabilizers and good processing.

**Food +: Food with added benefits**

Another important part of the healthy food market, is the Food +, or food with added benefits. Such benefits may come from fibers, vitamins, probiotics or superfruits. Similar to fortified water, which has been very successful in the last few years, water ice can also be fortified. It is obviously a possibility to use vitamins, fruit concentrates, water-soluble fibers, prebiotics and probiotic bacteria. Vitamins can either be added through vitamin extracts or addition of fruit purees or concentrates. Acai, blueberries and pomegranate are a few examples of superfruits that are known to contain very high amounts of vitamins and antioxidants. A lot of fibers also exhibit prebiotic effect, examples hereof are polydextrose, fructooligosaccharides and inulin. They can all easily be added to water ice to provide intestinal health benefits. Probiotic bacteria are defined as live microorganisms which when administered in adequate amounts confer a health benefit on the host. There are numerous different probiotics available, which can provide different health benefits within digestive and immune health. Although water ice is a possible medium for probiotics, yogurt ice may be the natural choice for this fortification. Probiotics can be added directly to ice cream mix after pasteurization, during ageing, or they can be used to ferment either a yogurt base or the full ice cream mix. In the two latter cases, the ice cream will develop an acidified yogurt flavor. Bacteria added directly to a neutral ice cream mix cannot be detected sensorial in the ice cream, and will give a probiotic ice cream rather than a yogurt ice cream. If wanted, the ice cream can be acidified with lactic acid and flavored with yogurt flavor, to give the sensorial profile of a yogurt ice cream. ■

**Source:**

Anne Marstein Andersen  
 Senior Application Specialist  
 Ice Cream & Frozen Desserts  
 DuPont Nutrition & Health  
 Web: [www.food.dupont.com](http://www.food.dupont.com)

بينما تعتبر المثلجات تقليدياً مصدر استمتاع، تمكّن المواد الخام الحديثة والمكونات الوظيفية من إنتاج حلويات مثالية “أفضل بالنسبة لك” و”جيدة لك”. تعتبر إزالة الوحدات الحرارية مثل الدهون والسكر الخطوة الطبيعية الأولى، لكن يمكن إضافة فرص أخرى مبتكرة مثل الألياف والبريبايوتكس والبروبيوتيك. تركّز المقالة أعلاه على التكنولوجيا والمواد الخام المستعملة لإزالة السكر والدهون بالإضافة إلى كيفية إضافة المكونات الوظيفية إلى المثلجات. وتجدر الإشارة إلى أنّ الكثير من منتجات المثلجات التي تمّ إصدارها مؤخراً هي ذات طابع صحي أو غذائي.



## PROCREAM® HP 10: An Ice Cream Solution

Ice-cream and frozen desserts are constantly improving, combining innovation and the enjoyment of tasty dairy products. The PROCREAM® range of dairy solutions offers a variety of functions leading to improved organoleptic qualities of ice-cream (spoonability, smoothness, creaminess...) while controlling recipe costs. Responding to a growing consumer's demand for high protein diets, **Ingredia** developed a turnkey solution for the industrial process of frozen desserts or ice creams with a high amount of protein (until 12 percent in the final product). This innovative solution is an answer to the consumers' request for ready-to-eat solutions, well-balanced but with a pleasure dimension. They are also looking for less fat and sugar and more proteins. PROCREAM® HP 10 is a dedicated ingredient for this kind of recipe: combination of selected native milk proteins, it has been specifically developed for manufacturing creamy ice creams and frozen desserts, with a non-artificial taste and with a well-balanced nutritional profile. The caloric value of this recipe is equivalent to a standard ice-cream recipe. Additionally, the new ingredient has good characteristics of dispersibility and wettability which make it very adapted to industrial processes of ice-creams and frozen desserts.



**PROCREAM® HP 10 has good characteristics of dispersibility and wettability**

Ingredia is a dairy company which develops and produces milk powders, milk proteins, functional systems and innovative bioactives for the food and nutrition & health industries throughout the world. ■

## Yogoday: A Healthy Mission

**Yogoday LLC** is a UAE based company. It was established in early 2009 and started its first retail operations in November 2009. Currently, the company has 6 active outlets in operation all located in Abu Dhabi. Outlets are spread over malls, beaches and neighborhoods. Additionally, the company has developed special mobile units to service events. The company's management team has over 30 years experience in the food sector, including business development,



**Yogoday's concept is to provide "healthy and nutritious offering of non-fat frozen yogurt"**

retail outlet management and food processing. The team also includes highly qualified personnel responsible for key operations such as product development, quality control, store management and customer service. Yogoday mission statement is "To offer consumers healthy, non-fat frozen yogurt products at reasonable prices, maintain high standards of quality ingredients, hygiene and service." Hence, the concept is about "healthy and nutritious offering of non-fat frozen yogurt" with low content of calories, prepared daily on premises using fresh dairy ingredients. Each 100 g of plain frozen yogurt has 98.5 kcal, 3.4 g of proteins, 19.7 g of carbohydrates and zero fat. Yogoday frozen yogurt is also fortified with a unique combination of probiotic necessary for regulating digestion and boosting the immune system. The company's concept allows customers to create to their preference, their own combination of healthy frozen yogurt, smoothies or shakes by adding their choice of over 30 exciting toppings including fresh fruits, raw nuts, and many other specialty items. Due to the unparalleled success the company and the concept had achieved in the local market, Yogoday plans to expand its operations outside the UAE through franchising and company investments into new outlets. ■

# Efficient Water Management: The Key to Sustainability

**W**ith GCC food imports costing 18 times more than it was about 10 years ago, and water availability set to reach acute levels by 2025, change is needed if the MENA region is to maintain a long term sustainable agriculture system according to experts. Furthermore high organic content in wastewater in addition to water scarcity have emphasized the need to adopt innovation and technological upgrades in wastewater treatment, in order to enhance water management in the MENA region, reports Frost and Sullivan.

*“...water reuse practices will accelerate development and ascertain improvement in water recycling”*



Nicholas Lodge, Managing Partner of **Clarity**, the UAE-based financial consulting firm focusing on investment in food, water and energy, validates this statement by reporting that the cost of food imported into the GCC has increased from USD 2 billion in 2002 to USD 36 billion today. “The UAE and Saudi Arabia use around five to six times the amount of water per capita compared to the UK, which has adequate water supplies,” says Lodge. “In the GCC, 80 percent of the water used is for agriculture, which represents only 2 to 5 percent of the GDP for the entire region and only produces in the range of 5 to 15 percent of the food requirements,” he continues. “For a long term sustainable agricultural system the efficient use of water is key and much of the GCC agricultural methods do not reflect the loss of available water resources over the past 50 years. Rather than continue to support these through subsidies and other artificial interference, change is needed. This may well result in certain farming activity ceasing in the region. For example, to produce one kilogram of dates can require more than 3,000 liters of water. This water is now likely to be produced artificially using desalination, whereas 20 years ago it was naturally occurring groundwater,” adds Lodge. On the same note, **Frost & Sullivan** reports that countries in the Middle East and North Africa (MENA) rely heavily on imports to meet at least 50 percent of

their food requirements. As a result, post 2008, dependence on food imports has made the region more vulnerable to international food price hikes. Therefore, the MENA countries have to undertake measures such as subsidies and price control to provide basic supplies. This made the governments in the region review food security in terms of food sovereignty, which translates to meeting demand from domestic sources as far as possible. Being the most water-stressed region in the world, the food security issue has become even more pertinent. Globally, the food and beverage industry's focus on health and wellness is increasing, alongside smart and green production. This is expected to result in re-assessment of safe solutions while promoting process efficiencies. Taking a cue from the global food and beverage industry, the trend of water reuse practices will accelerate development and ascertain improvement in water recycling technologies in the MENA. From finding new ways to reduce operating costs and increase operational effectiveness, to complying with ever-changing regulations, today's food and beverage producers face a multitude of challenges, reveals **Siemens**. Global water demand is rising, process water is becoming scarce and the impact of improperly treated wastewater is now a critical concern. As a result, companies around the globe are reevaluating their water



“Companies around the globe are reevaluating their water and wastewater management approach”



and wastewater management approach. For instance, many companies in the region, including **National Food Industries Company** (NFIC, Saudi Arabia), are already emulating best practices for water recycling and reuse, thereby reducing their water intake significantly. With food security high on agenda, such practices are expected to become a norm in the coming years adds Frost & Sullivan. “Proliferation in the food and beverage industries inclusive of production units for juice, dairy

products, oil processing, canned fruits, and vegetables, has led to implementation of sustainable water management practices. Within the MENA, the Kingdom of Saudi Arabia, Egypt, Qatar, and the UAE are experiencing significant growth in the food industry, including meat production; thereby opening up huge opportunities for water technology companies,” commented *Kshitij Nilkanth*, Program Manager, Environment and Building Technologies Practice, Frost & Sullivan. Nilkanth forecasts rapid growth for the MENA water and wastewater treatment market in the food and beverage industry. This will further result in industrial customers approaching water specialists to improve operational efficiency and successfully meet stricter environmental standards. In addition, food and beverage manufacturing corporations are expected to take up water conservation as a priority, by setting clear targets and improving water use ratios and wastewater discharge levels. ■

Prepared by

Soha Ghandour

Assistant Editor and Researcher

مع تضاعف قيمة الواردات الغذائية في دول مجلس التعاون الخليجي بحوالي ١٨ مرة أكثر مما كانت عليه في الأعوام العشرة السابقة، ومع توقعات بانخفاض معدلات وفرة المياه بحلول العام ٢٠٢٥، يقول الخبراء أن هناك حاجة إلى التغيير في حال أرادت منطقة الشرق الأوسط وشمال أفريقيا الحفاظ على نظام مستدام للزراعة. بالإضافة إلى ذلك، فقد دفع ازدياد المحتويات العضوية في مياه الصرف الصحي وندرة المياه إلى ضرورة اعتماد الابتكارات التكنولوجية المتقدمة في معالجة مياه الصرف الصحي من أجل تعزيز إدارة المياه في منطقة الشرق الأوسط وشمال أفريقيا.



**Industrial Auctions** BV

**Online auction of the inventory of a former vegetable processing company in Veghel (NL)**

Closing auction:

7th of May 2013 at 15:00

Address:

De Amert 401 - 403, 5462 GH Veghel  
The Netherlands

Viewing days:

3rd of May 2013 from 09:00h till 16:00h (CET)

4th of May 2013 from 10:00h till 14:00h (CET)



Mixers - Scanners - Vegetable breakers - Elevating screws Vibrating gutters  
Briquetting machines - Packaging machines - Sieves - Lifters

[www.industrial-auctions.com](http://www.industrial-auctions.com)

**Online auction meat processing equipment due to moving production operations of Aarnink Vleeswaren in Deventer (NL)**

Closing auction:

6th of June 2013 at 15:00

Address:

Maagdenburgstraat 32, 7421 ZD Deventer  
The Netherlands

Viewing days:

3rd of June 2013 from 10:00h till 16:00h (CET)

4th of June 2013 from 09:00h till 13:00h (CET)



Grinders - Mixers - Vacuumfillers - Washing machines - Thermoformers  
Smokechambers - Vacuum packaging machines - etc.

## A System Designed to Biologically Degrade Organics

**Biowater Technology** is pleased to announce that the company has been awarded its largest order for Biowater's new cost effective CFIC® biofilm wastewater treatment system. The order comes from one of the major private food manufacturers in the US. Today, a 1.7 million-gallon (6,435/l) aerated lagoon processes wastewater before discharge to the sewer authority. The pretreatment system improvements will enhance the performance of existing infrastructure and increase the treatment capacity, in parallel with plans to increase production. The installation will be based on Biowater's new patented Continuous Flow Intermittent Cleaning® (CFIC®) technology. The system is designed to biologically degrade organics contained in the facility's process wastewater and have a design flow of 400,000 gpd (1,515 m<sup>3</sup>/d) with influent COD of 7,400 mg/L. The food and beverage industry typically consumes high volumes of water in production with coincidental generation of high strength wastewater. Furthermore, the characteristic of the water is highly



biodegradable making it the ideal feed for biological processes including biofilm technologies. For example, food and beverage wastewater typically has high concentrations of biochemical oxygen demand (BOD), chemical oxygen demand (COD), total suspended solids (TSS), associated odors and nutrients in varying concentrations. For the industry these conditions are costly and stringently regulated for discharge to sewer systems and require pretreatment prior to discharge to a municipal sewer system.

Biowater Technology is an innovative company with over forty years of experience in the Biological treatment field. The company's focus is on saving energy and resource recovery. ■

## Britannia Foods Ingredients Opts for Analytical Technology

Located in England, **Britannia Foods Ingredients** produces a range of speciality fats for the chocolate, confectionery, biscuit and snack food industries. Like all manufacturing companies, the company must comply with strict regulations to ensure that trade effluent entering the public sewerage system is pre monitored and does not contain any harmful chemi-



**Analytical Technology selected by Britannia Food Ingredients Ltd to ensure safe wastewater disposal**

cal levels. Hence, the British company has selected **Analytical Technology's** Q45P AutoClean pH monitors and D15-76 monitor with an Air Blast AutoClean system to indicate water quality and the presence of suspended solids in its waste water stream. The D15-76 monitor has enabled the company to realize turbidity measurements down to 0.001 Nephelometric turbidity units (NTU) and as high as 4000 NTU, eliminating the need for separate high and low ranges. The British company has found the pH and turbidity monitors to have overcome challenges associated with sensor fouling and are reliable, accurate and low maintenance. *Richard Stockdale*, Operations Manager at Britannia Food Ingredients explains: "Both monitors have enabled us to comply with the stringent trade effluent consent criteria outlined by Yorkshire Water, providing reliability and giving us peace of mind that our effluent will not negatively impact upon the environment or the sewerage system. In addition to this, we have found the Analytical Technology instruments and controllers to be extremely easy to program and set-up, with the whole implementation process taking less than two days." ■



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# India: The Mango Factory

**W**hen it comes to lucrative global fruit market, every nation proudly showcase the fruit which they can claim uniquely theirs. Thus, Hawaii has its pineapples, China has its lychees and Kenya has its passion fruit. India touts for "Alphonso"-The Haffus, one of the finest mango type characterized by its juicy sweet and sour taste. Besides its huge domestic demand, the Alphonso is exported worldwide with a particular demand coming from UAE, Europe and Asia.

## India, a main mango exporter

Alphonso, the king of fruit, is one of the most premium varieties of mangoes grown in the month of April and May at Konkan and Rattnagiri, regions of Maharashtra, a state in the western region of India. This plump, juicy, sweet and sour fruit, besides its huge domestic demand, is exported worldwide with huge demands from UAE, Europe and Asia. Nevertheless, India not only grows Alphonso but also grows more than 1000 varieties of mango, making it the largest producer and exporter of mangoes. The other famous varieties known worldwide are Totapuri, Raspuri, Dusherri and Kesari. Indian mangoes account for 40 percent of the world output, as per data from UN foods. When it comes to exports, Middle East is the main market for Indian mangoes; nevertheless the country is also making efforts to increase its export share in the USA, Australia and Japan markets, where strict compliances make it difficult to enter the market.

## Mango pulp: a popular industrial product

Not only fresh mangoes are exported but also its processed form: the mango pulp. The pulp is prepared from selected picked fresh mangoes which are transported to strategically located mango processing plants. Then the selected high quality fruit is washed, peeled, blanched, deseeded and pulped. Finally, the ready pulp is hermetically sterilized and packed in the aseptic bags and tin cans. Mango pulp/concentrate is a perfect industrial suited product, used as ingredient for manufacturing juices, nectars, drinks, jams, fruit cheese, yoghurt, confectionery and various other kinds of beverages. Frozen mango pulp is also an upcoming industrial product, where the pulp is pasteurized and deep-frozen in plate freezers. This pulp freezing process helps retaining the natural flavor and aroma of the mango. Individual quick frozen (IQF) mango slices, dices and chunks are also highly demanded due to their readiness and easy to use properties. Beside Gujarat and Maharashtra states, Krishnagiri in Tamilnadu accounts for the maximum production of mangoes and almost 20 percent of the mango varieties like 'Totapuri' and 'Alphonso' that are produced in this district, are processed into pulp.

*"When it comes to exports, Middle East is the main market for Indian mangoes"*



With the new season 2013 arriving, companies are energetically promoting the mango internationally through festivals and campaigns. This is definitely a promising season, as the crop is expected to be good says *Sumant Bindal*, Director, **Shimla Hills**, an important manufacturer and exporter of mango pulp. Moving on, India eyes huge export potential for its fresh new season, which has just started. There are expectations for a better mango season than those seen over the previous two or three years in India. An increase in the supply of mangoes is observed compared with the same time last year. Furthermore, the availability of export-quality mango depends on weather condition which has been conducive this year. ■

### Prepared by:

*Shimla Hills Offerings Pvt Ltd.*

**Email:** [mktg@shimlahills.com](mailto:mktg@shimlahills.com)

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

عندما يتعلق الأمر بسوق الفواكه العالمية المربحة، يشتهر كل بلد بفاكهة معينة فيقوم بعرضها بفخر على أنها فاكهته الحصرية والفريدة. فتشتهر هاواي بالأناناس والصين بالليتشي وكينيا بالماراغويا. أما الهند فتُعرف بفاكهة «ألفونسو» وهي إحدى أرقى أنواع المانجو التي تتميز بعصارتها ومذاقها اللذيذ. وتجدر الإشارة إلى أنه وبالإضافة إلى الطلب المحلي الهائل عليه، يتم تصدير هذه الفاكهة إلى جميع أنحاء العالم وخاصة إلى الإمارات العربية المتحدة وأوروبا وآسيا.





## Givaudan Expands Flavor Capabilities in India

**Givaudan**, the global fragrance and flavor Company, formally opened its new Innovation Centre in Mumbai. For the first time the company's sensory science, flavor science and foodservice expertise will be available from within India. Food and beverage customers across the subcontinent will benefit from faster access to the company's tools and technical services, including Indian consumer-preferred flavor profiles such as mango, dairy and Indian spices and cooking cues. At the official opening of the facility, *Mauricio Graber*, President Flavor Division, said: "Growth in developing markets is one of our strategic pillars and we aim to increase our total sales in these markets to 50 percent by 2015 across all categories. We will achieve this growth by investing in high-growth markets like India, through superior local talent, capabilities and consumer understanding, together with world-class infrastructure. The expansion of our Mumbai Flavor Innovation Centre enables us to offer sensory science, flavor science and foodservice expertise directly from India for the first time. Together with our in-depth understanding of the local Indian market, we are able to offer closer collaboration with our customers, creating true consumer-preferred taste experiences to dif-



**Givaudan's Innovation Centre in Mumbai aims at creating flavor and taste solutions to its customers in India**

ferentiate their products in the marketplace." In 2013, further investments will be completed in Asia Pacific with the expansion of new spray drying capabilities in Indonesia and the ground-breaking of a new savory facility in China. ■

## Discover the Taste of Tradition

Mother's Recipe is a well-known Indian ethnic foods brand with a national presence in India as well as 40 other countries around the world. From pickles, condiments, pastes, chutneys, curry powder, blended spices, papadums, ready to cook spice mixes, ready meals and



**Open a pack of Mother's Recipe Ready to Cook, add water, meat or vegetables, cook for a few minutes and its ready**

mango pulp, the brand today has a strong presence in the market place. Mother's Recipe focuses on making pickles in a way that suits the taste of every region in India: from south Indian pickles, north Indian pickles, Bengali pickles to Gujarati pickles. These mouth-watering and traditional taste pickles deserve to be in every kitchen. The brand also has traditional breakfast instant mixes such as the Poha and Upma packing. All what is needed is to add water to these mixes, cook for a few minutes and enjoy these traditional meals any-time, anywhere. These conventional nutritious packs are perfect for outdoor camps, business trips or lunch box. The Secret of preparing delicious, healthy meals in now in one's hands with the Spice Mixes for Authentic Vegetables and Meat Preparations. These ready to cook spice mixes can be used for authentic vegetables and meat preparations. Mother's Recipe uses only the finest, freshest, all-natural ingredients in making these traditional time-tested recipes. No artificial preservatives, no artificial color and no MSG, only authentic home cooked taste. Targeted to add convenience, variety and exceptional taste to any kitchen, just snip open a pack of Mother's Recipe Ready to Cook, add water, meat or vegetables, cook for a few minutes and its ready. ■



# North Africa Faces Food Security Challenges

**G**lobal food prices escalated and wheat prices around the globe rose on average 130 percent during 2007 and the first half of 2008. This shock refocused the attention of many countries on the issue of food security particularly North African countries such as Egypt, Libya, Tunisia, Algeria and Morocco. Moreover, being highly dependent on food imports, these countries are even more vulnerable with regard to food security. Hence, in order to achieve food security, some of the North African countries see themselves focusing on the development of their agricultural sector.



*“MENA countries spend as high as 0.15 to 0.62 percent of their GDP on food subsidies”*

## **A region heavily depending on food imports**

The MENA region, with 58 percent dependency on food imports, is one of the most vulnerable regions in the world with regard to food security, reports **Frost & Sullivan** in its new analysis “Mega Trends”. According to the consulting firm, MENA countries spend as high as 0.15 to 0.62 percent of their GDP on food subsidies. As a result, Algeria, Libya, Egypt, Morocco and Tunisia find themselves facing food security challenges. On another note, it is noteworthy that many of the countries that experienced the food demonstrations of 2007-08, are the countries experiencing the Arab Spring; like Egypt for instance. Moving on, Frost & Sullivan says that short-term measures for assuring food security include increasing public sector wages, increasing government expenditure on bread and other food subsidies, reducing tariffs on imported food items, as well as increasing direct cash transfers to the poor. However, these measures place a heavy burden on government budgets. The region is, therefore, now looking at investing in food production in countries from where food is imported, to secure its food supplies. The Kingdom of Saudi Arabia is a such country, which is already providing funds, credit and logistics to Saudi investors to invest abroad in agriculture. It is also establishing a stra-

tegic reserve for basic food commodities, to meet local needs for food and avoid future food crisis. This is soon likely to be a key trend for all oil exporting countries in the Middle East.

## **Other variables determine food security**

Nevertheless, food imports are only one dimension of food security, reveals the **African Development Bank (AfDB)** in its economical report “The political Economy of Food Security in North Africa”. The report demonstrates that other variables that help determine a region’s food security status include wealth levels, income distribution, and fiscal position. On the same note, the joint **World Bank/IFAD/FAO** report on improving food security in Arab countries argues that food security is partly determined by resource endowments which affect the level of food import requirements and also by fiscal balance which influences a country’s ability to afford food imports. Using these variables the report produces a scatter diagram with cereal import dependency on the vertical axis and fiscal position on the horizontal axis. The report shows that there is considerable variability between different North African countries in the group. No country falls in the least vulnerable quadrant whilst Libya and Algeria have a high





*“Morocco, Egypt and Algeria have all launched new initiatives for their agricultural sector”*

cereal import dependency but are fiscally sound. Egypt is less dependent on cereal imports as the country has a strong food production base, but is fiscally strained making her vulnerable to global price shocks. Morocco and Tunisia fall into the most vulnerable group since they have both high cereal import dependence as well as being fiscally strained. Moving forward, AfDB reveals that Morocco, Egypt and Algeria have all launched new initiatives for their agricultural sector in response to the global foods crisis of 2007/08, all of which emphasize the development of the agricultural sector as a key route to achieving food security. According to the report, Morocco adopted a strategy to tackle food insecurity in 2008 which prioritized the agricultural and water sector. Likewise, Egypt adopted the “Strategy for the Sustainable Agricultural Development (SADS) towards 2030”. This new strategy aims is to achieve food security by modernizing Egyptian agriculture and improving the livelihood of rural inhabitants through the efficient use of development resources, the utilization of geopolitical and environmental advantages, and the

comparative advantages of the different agro-ecological regions. Algeria has also drawn up a 5 year program for agricultural renewal, with the focus being on agriculture to achieve “sustainable national food security and sovereignty”. The program has three complementary components: agricultural renewal; rural renewal; and human capacity building and technical support to producers.

Although there is evidence that the region is becoming more concerned with food sovereignty, food imports will continue to play a significant role in food security for the region, with Morocco being the only country for which cereal imports are predicted to decline over the next twenty years (AfDB). Hence, future approaches to food security will need to focus on ways in which the North African countries can better position themselves to take advantage of global food markets. ■

**Prepared by:**

*Soha Ghandour*  
Assistant Editor & Researcher

ارتفعت أسعار الغذاء العالمية وتصاعدت أسعار القمح في جميع أنحاء العالم بنسبة ١٣٠ في المئة خلال العام ٢٠٠٧ والنصف الأول من العام ٢٠٠٨. وقد لقت هذه الصدمة انتباه العديد من البلدان لمسألة الأمن الغذائي وخاصة بلدان شمال أفريقيا مثل مصر، ليبيا، تونس، الجزائر والمغرب. وباعتبارها تعتمد بشكل كبير على الواردات الغذائية، هذه البلدان هي أكثر عرضة للخطر فيما يتعلق بالأمن الغذائي. وبالتالي، تركز دول شمال أفريقيا على تطوير قطاعها الزراعي من أجل تحقيق الأمن الغذائي.

## Tetra Pak's Advanced Packaging & Processing Innovations

**Tetra Pak** unveiled a series of new cutting-edge packaging and processing innovations at the annual Gulfood food and drink technology exposition in Dubai. These new products would provide Tetra Pak Egypt customers with more versatility, increased efficiency and faster response times in meeting the ever-chang-

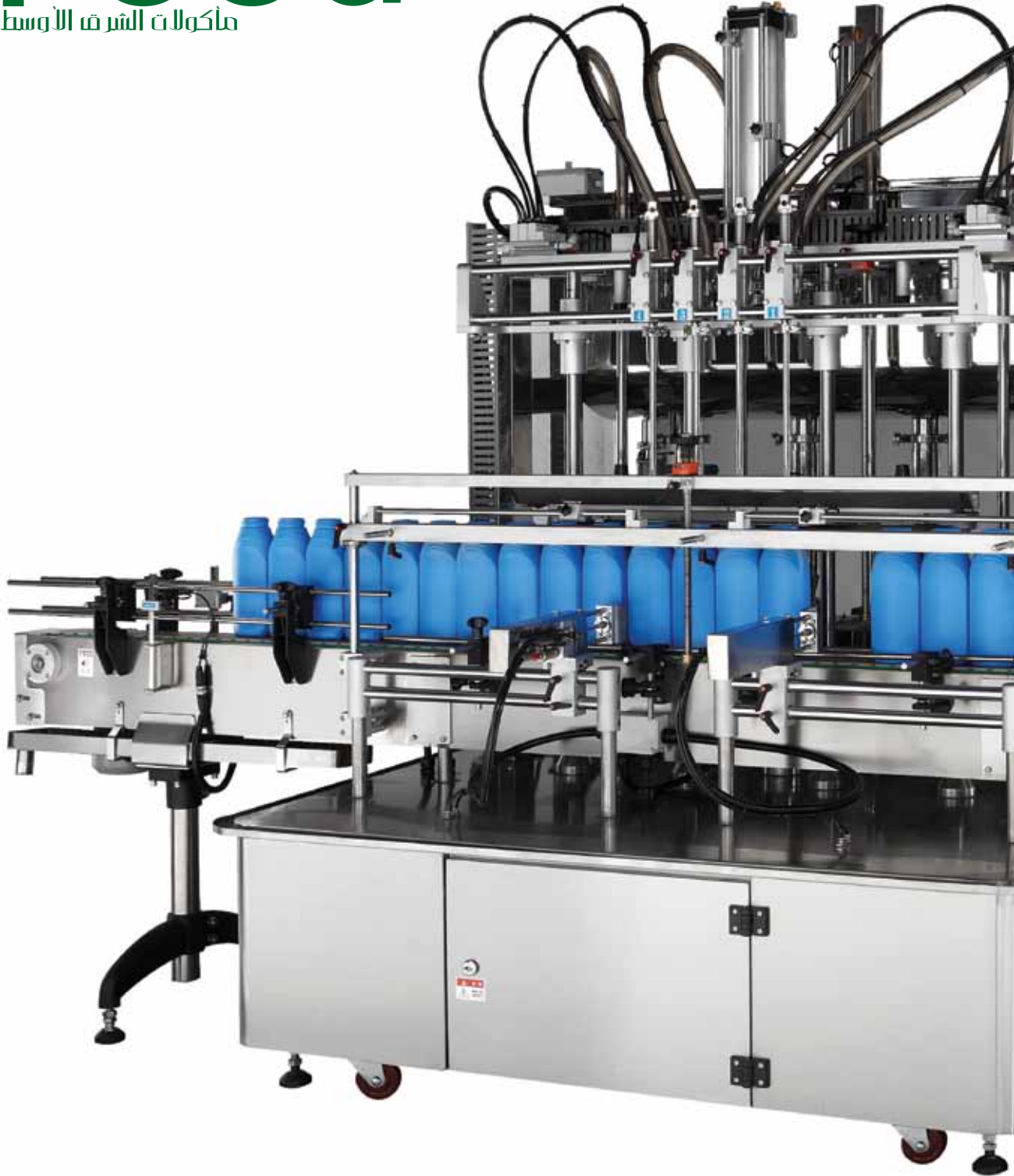
ing demands of their consumers. 33 delegates from 11 dairy, juice and cheese companies represented the Egyptian liquid food industry including: **Greenland, Faragalla, Seclam, Gozour, Hero, Al Sakr, Halayeb, Arab Dairy, Juhayna, Domty, and Alex Agri.** Under the theme of Today, Tomorrow, Together, Tetra Pak's event activities included tasting stations, closure and opening stations and seminar rooms. Its trade stand showcased its best-known products next to a full range of new products and technologies. At the end of the event, Tetra Pak, won the 'Best Stand' Award, as a recognition for having the best trade stand above 100 square meters. The company showcased its product portfolio, cutting-edge technologies, future concepts and a gallery area, including tasting stations, closures and opening stations and seminar rooms. Commenting on the event, Tetra Pak Egypt's Sales Director *Mohamed Taher* said, “We were delighted to showcase Tetra Pak's new innovations to our Egyptian partners, customers and friends. We also wanted to demonstrate the real and tangible benefits that our innovative solutions could create, through increasing efficiency and creating more, better choices for the end-consumer.” ■



**Tetra Pak, won the 'Best Stand' Award at Gulfood 2013**



Middle East  
**Food**  
مأكولات الشرق الأوسط

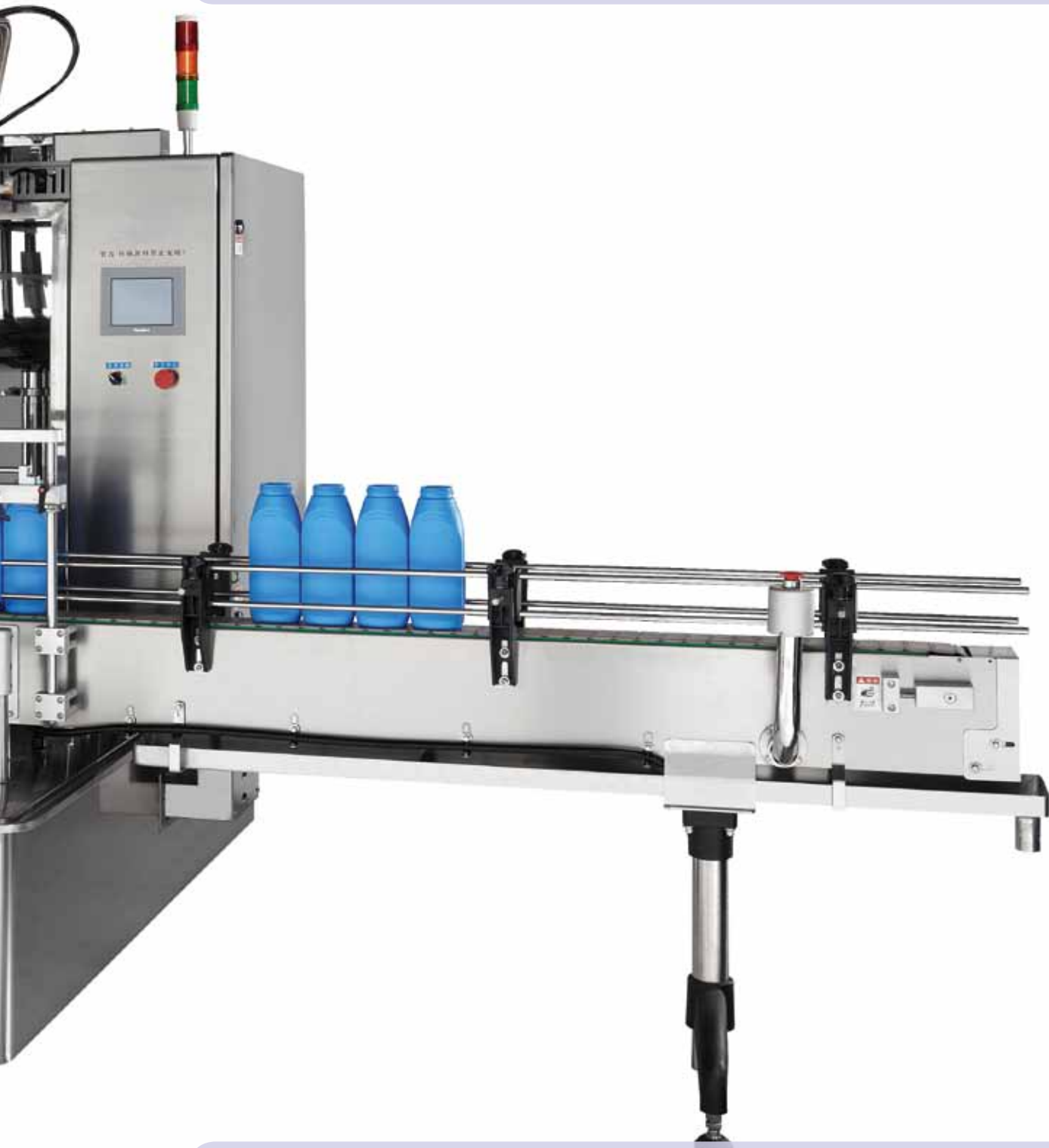




## Middle East Food (MEF)

May 2013 / Vol. XXIX Issue 5

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



The **KWT-840R** Four Nozzles Auto Filler equipped with the rotary lobe pump filler is designed for handle from water-thin to viscid products. The filling machine provides great flexibility, quick product change-over times and ease of cleaning. The filler is suitable to handle the viscid and foamy products found in the chemical and food fields. The machine main construction is made by stainless steel.



# Organic Food & Beverage Market: Bourgeoning

**T**he global organic food and beverage industry has witnessed a stable growth and is projected to grow at a CAGR of 9.37 percent from 2012 to 2016. The consumer concern over the quality and safety of conventional food has intensified in recent years and primarily drives the increasing demand for organically grown food, which is perceived as healthy and safe. North America is of particular interest as it has emerged as the largest market for organic food and beverage in the world in the last few years.

Growing at a CAGR of 11.7 percent from 2006-2011, the organic food and beverage industry in North America is the fastest growing sector of the American food market. Outpacing the European market, North America has emerged as the largest market for organic food and beverage in the world in the last few years with the US holding a largest share of approximately 91.1 percent in 2011. Going forward, the organic food and beverage industry in North America generated revenue worth USD32041.8 million in 2011 as compared to USD18458.6 million in 2006. Besides, the predisposed demand for organic foods has allowed several large scale farms and processors to enter the organic market thereby resulting in the reduction in the cost of production of organic foods leading to a fall in the prices. The market in the US has witnessed revenue of USD29200 million in 2011 largely due to an increase in the spending on organic fruits and vegetables and dairy products. It also has been predominantly driven by the mass market retailer such as mainstream supermarkets, clubs, warehouse stores and mass merchandisers. The mass market retailers together contributed nearly 54 percent to the market in 2010 as compared to 45 percent in 2008. **United Natural Food Inc., Tree of Life, Frontier, Eden Foods, Frontier natural Products** are the driving players in the organic food and beverage market in the US.

Although the US comprises a significant portion of the revenue generated through the organic food and beverage, the Canadian market is also showing healthy growth in the sector. The country has gradually emerged as a chief market for organic food and beverage in North America in the last few years. In 2011, Canada's revenue of the organic food and beverage products was approximately 8.9 percent of the total North America organic food and beverage market. The contribution has increased over the past few years on account of an incline in the demand of healthier organic food products with the rise in the awareness amongst the Canadian people related to the benefit of organic consumption.



*“The North America organic food and beverage industry is expected to grow at a CAGR of 10.2 percent”*

The North America organic food and beverage industry is expected to grow at a CAGR of 10.2 percent from 2012 to 2016 on account of the increasing adaptation towards healthier and nutritious organic food products in the US and Canada which will lead to incursion of organic production in the countries in the region as well as in the other regions across the world. Moreover, it is estimated that the organic food and beverage market in Canada in 2016 will contribute nearly to 11.3 percent of North America's organic food and beverage market. ■

**Source:**

Ken Research Pvt Ltd

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

شهدت صناعة الأغذية والمشروبات العضوية العالمية نمواً مستقراً مع توقعات بأن تسجل نمواً سنوياً وقدره ٩.٣٧ في المئة في الفترة الممتدة من ٢٠١٢ إلى ٢٠١٦. ويعود هذا النمو إلى اهتمام المستهلكين بنوعية وسلامة المواد الغذائية التقليدية في السنوات الأخيرة الماضية مما أدى إلى زيادة الطلب على الأغذية العضوية التي ينظر إليها على أنها صحية وآمنة. وقد تبين في السنوات الماضية أن أمريكا الشمالية هي أكبر سوق للأغذية العضوية والمشروبات في العالم.





# SALTEK®

BAKERY EQUIPMENT



## REINVENTING BREADMAKING™



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## A Unique New Way to Achieve Suspension

KELCOGEL® gellan gum, available only from **CP Kelco**, has become the standard in North America for dairy-milk alternatives where suspension of insoluble ingredients like protein, cocoa and calcium are required. Products such as almond, oat and grain, hemp and coconut milk all benefit from the properties of the new ingredient. The end result is a light, refreshing mouth-feel with excellent stability and uniformity throughout the shelf-life of the finished product. The gum is a naturally-occurring, water-soluble polysaccharide that can be used alone or in combination with other gums in a variety of beverage application. Although best known as a multifunctional gelling agent, KELCOGEL provides functionality through the formation of fluid gels, a structured pourable liquid that is very effective in creating suspension in beverages with very little viscosity. Manufacturers are embracing the new ingredient as a part of their delivery system for nutrition in a variety of beverages. It is well suited to a range of processing conditions including HTST and UHT for hot fill, ESL and aseptic filling. With products available for fruit drinks/ juice, milk-based products and non-dairy beverages, CP Kelco has a wide range of experience in answering manufacturer's formulation needs.



**KELCOGEL® gellan gum has become the standard for dairy-milk alternatives**

CP Kelco is an innovator in the production of polysaccharides by microbial fermentation, extraction from land and sea plants, and modification of cellulose-based raw materials. ■

## Rock Candy: An Alternative to Ordinary Table Sugar

**Palmyra Trading** is pleased to offer the full line of **Dryden and Palmer (D&P)** specialty sugar to meet the needs of any outlet interested in candy, confection, or coffee and tea sales. D&P provides a unique variety of specialty sugar including Rock Candy on



**Rock Candy a must for high caliber hotels and restaurants**

strings, sticks, and as loose crystals. Products are available specifically designed for sweetening coffee or tea, making Rock Candy a must for high caliber hotels and restaurants. Nostalgia is part of the heritage of Rock Candy. The sparkle of the crystals is irresistible to children and adults alike. This age old treat is available in a wide variety of time tested flavors including mint, lemon, and grape. All of the company's products are made with 100 percent pure sugar cane and a variety of packing is available to fit different presentation needs. Imagine an espresso after dinner with a Demitasse Stick, or an Irish coffee served with a sparkling Swizzle Stick. Loose crystals in white or amber add the resplendent finish to any special meal. The specialty sugar company provides the elegant alternative to ordinary table sugar. Family owned and operated, D&P has been manufacturing Rock Candy and specialty sugar since 1880. It is the largest producer of high quality Rock Candy products in the United States and adheres to the highest standards in manufacturing, assuring quality at every step. ■





# UAE Food & Beverage Industry On the Upswing

**T**he value of food consumption in the UAE amounted USD7.6 billion in 2012 and is expected to rise to USD8.9 billion in 2013, according to Hamad Buamim, Director General Chamber of Commerce and Industry (DCCI). One factor that contributed to this growth is the rising disposable income among households. Furthermore, the country is becoming an attractive location for food and beverage companies that wish to expand or enter the regional market. As a result of high disposable income, consumers are expected to buy a widening range of packaged food.

## High disposable income fuels food consumption

The outlook for household spending in the UAE over the coming quarters is encouraging, despite credit growth remaining weak, reveals **Business Monitor International (BMI)** in its latest quarterly market report. The research company points out that according to a recent report by **Hay Group**, 85 percent of the firms in the UAE increased their salaries in 2012, while a country-wide average nominal pay rise of 5.5 percent is forecast for 2013. Moreover, latest consumer and business confidence surveys by **Bayt.com** appear to indicate that household consumption will gradually accelerate over the coming quarters, with both the 'consumer confidence' and 'consumer expectations' indices trending higher. As a result of high disposable income, consumers are expected to buy a widening range of packaged food and increasingly trade up to value-added products, particularly those with a healthy positioning indicates **Euromonitor**. Supermarkets and hypermarkets are the dominant channel in packaged food and are seeing the strongest growth thanks to convenience, affordable private label products, wide range product availability and attractive price promotions. BMI reports that since the beginning of the year, total food consumption registered a growth of 5.3 percent and is forecasted to grow at a CAGR of 6.2 percent until 2017. Similarly in 2012 mass grocery retail sales registered a growth of 7.1 percent and are forecasted to grow at a CAGR of 9.1 percent by 2017.

## An attractive location for companies

In June 2012, **Nestlé** announced plans to construct a new USD 136.1 million production facility in Dubai according to BMI's report. The Swiss company has signed a partnership agreement with **Dubai World Central** for a 175,000-square-meter plot that will be used to manufacture nutrition, culinary and coffee products. This will also allow greater local sourcing and fresher product, and being the firm's second production facility in Dubai, will create opportunities for synergies. On the

*"As a result of high disposable income, consumers are expected to buy a widening range of packaged food"*



same note, in July 2012, **Agthia** the Abu Dhabi based food and beverage company announced a net profit increase of 38 percent year on year (y-o-y) reaching 15.2 million dollar, while net sales rose by 15 percent y-o-y to 174.8 million dollar indicates BMI. Looking ahead, Agthia says it plans on aggressively driving distribution of its recently launched Yoplait fresh dairy products and Chiquita natural juices. It also is aiming at rebranding the **Pelit Su** brand and at expanding regional distribution, with plans to launch natural spring water across the Gulf Cooperation Council (GCC) countries. Likewise, in September 2012, it was reported that the UK-based coffee shop **Costa Coffee** owned by **Whitbread PLC**, was continuing to expand. It has a strong presence in the UAE, where coffee shops do particularly well. Three more Costa stores were launched in September across the country, and it is unlikely that the pace of expansion will let up any time soon. ■

### Prepared by:

Soha Ghandour  
Assistant Editor & Researcher

بلغت قيمة الإستهلاك الغذائي في دولة الإمارات العربية المتحدة ٧.٦ مليار دولار أمريكي في العام ٢٠١٢، ومن المتوقع أن ترتفع إلى ٨.٩ مليار دولار أمريكي خلال العام ٢٠١٣ حسب ما أوضح حمد بوعيميم، المدير العام لفرقة التجارة والصناعة. تشكل دولة الإمارات العربية المتحدة موقعا جذابا لشركات المأكولات والمشروبات التي ترغب في التوسع أو دخول السوق الإقليمية. وقد ساهم ارتفاع الدخل المتاح في ارتفاع نسبة هذا النمو ونتيجة هذا الإرتفاع، من المتوقع أن يتجه المستهلكون نحو شراء خيارات أوسع من المأكولات المعلبة.



## Fresh Ideas from Chef Simon Barber

The menus at the Saadiyat Beach and Abu Dhabi Golf Clubs are set for an exciting refresh under newly promoted Executive Chef, *Simon Barber*, who plans to focus on natural and fresh ingredients in his new role. His remit will now include overseeing the Grille and Café 28 at Abu Dhabi Golf Club, and The Hawksbill restaurant at Saadiyat Beach Golf Club. Barber plans to use his new position to initiate a number of changes to the three Troon Golf Abu Dhabi-managed restaurants, starting with setting a benchmark for the use of fresh, natural ingredients. "I will mainly be working on revising the menus at Abu Dhabi Golf Club's restaurants, and will be looking to bring dishes onto the menu that are both appealing to the eye and palette. I want to particularly focus the dishes around natural and fresh ingredients." In addition to the menu review, Barber is looking forward to putting his expertise to change the restaurants' approach to food presentation and preparation. Staff training will also be a new focus across the three restaurants. Since the beginning of his culinary career specialising in French cuisine, Barber has been developing innovative, healthy and resourceful menus wherever possible; his famed camel



**Simon Barber, Executive Chef at ADGC & SBGC**

burgers at FANR Restaurant are a prime example. His plans for the three restaurants across the two world class Golf Clubs are sure to be no exception. ■

## Burj Al Arab Takes the Title of "Best Afternoon Tea"

**Newby** is immensely proud to be the exclusive supplier of Burj Al Arab's tea lounge and see this award



**Newby Teas are processed in a state-of-the-art facility located in the heart of the finest tea-growing regions**

as a clear endorsement of its unmatched quality. The British company believes in uncompromising quality: throughout its carefully considered process from garden to cup, the tea is given a level of care and attention unrivalled in the tea world. Newby Teas are processed in a state-of-the-art preservation facility located in the heart of the finest tea-growing regions, shortening transit times. The company's unique processes are designed to preserve the character of the tea so that it tastes as fresh as the day it left the tea garden. But Newby's commitment to tea does not stop here. It is also driving the crusade in preserving the artistic heritage and unique culture of tea. It has invested in a multimillion dollar collection of some of the world's finest antique teaware, dating from 6th century until the present day. This private collection is considered as one of the largest in the world. The management of the company adheres to the highest working ethics: they do not, therefore, participate in any kind of false marketing, propaganda or misrepresentation of their products. It is in this environment of high standards that their tea-buying and marketing teams constantly strive to create novel blends and refreshing ranges for their customers. ■



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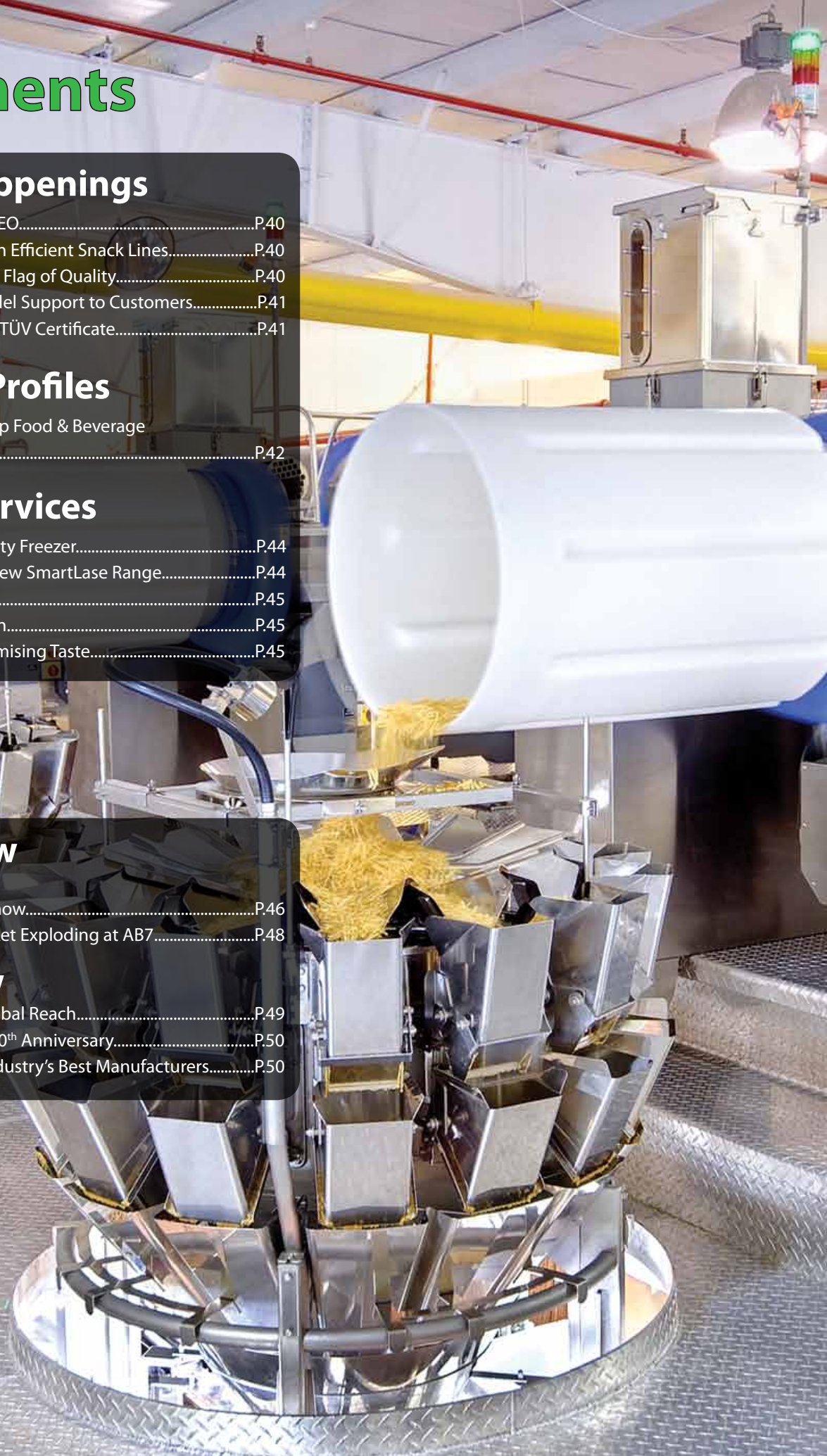
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## Messe Berlin Appoints New CEO

At its regular meeting the Supervisory Board of **Messe Berlin** announced the appointment of Ingrid Maaß, business graduate, as the new COO of Messe Berlin. In December 2012 the Supervisory Board had already appointed *Christian Goke* to succeed the current CEO, *Raimund Hosch*, who is due to retire at the end of June. Ingrid Maaß studied Business Management, and following posts held with **KPMG Consulting GmbH**, **IKB Private Equity GmbH** as well as **IIC The Industrial Investment Council GmbH**, was a board member of **CNC Communications & Network Consulting AG** in Munich. Chairman of the Supervisory Board *Hans-Joachim Kamp* welcomed the decision: "Ingrid Maaß possesses outstanding financial and business management expertise. I am delighted that we have secured the services of someone who together with Dr. Christian Goke as CEO will continue to build on the successes of Messe Berlin." Ingrid Maaß Commented: "I look forward to the many different challenges and operational responsibilities that managing this leading international company for trade fairs and congresses will bring along. Together with Dr. Christian Goke I will continue to expand this venue for trade fairs and con-



**Ingrid Maaß appointed as new COO of Messe Berlin**

gresses in its role as one of the economic mainstays of the metropolitan region of Berlin/Brandenburg." In terms of turnover Messe Berlin ranks among the world's top ten trade fair companies and with the ICC Berlin, the company has Europe's largest congress center. The company is the world's number one in terms of international participation with two-thirds of exhibitors from abroad. ■

## Industry Partnership Results in Efficient Snack Lines

 Long-standing partners and global manufacturers in snack food processing and packing systems, **Ishida** and **Heat and Control** join forces at Snackex to showcase their latest innovations. With over 170 years of combined experience in processing and weighing / packing technology, snack lines can achieve greater efficiency when all components are aligned and working together. The successful integration of both companies are unparalleled in the industry and covers full line technologies for processing, weighing and packing. The gains achieved by cohesive integration are many and include faster installation and commissioning; reduced downtime, giveaway, waste and labor cost; increased flexibility; enhanced yield and line efficiencies and increased product and pack quality. It is the philosophy of this unique partnership to be more than suppliers to the snack food industry but to establish and maintain long-term business relationship that generate long term, mutual and sustainable success. ■

## Widam Food Bears the Global Flag of Quality



**Widam Food**, Qatar's foremost meat provider was recently recognized as the flag-bearer of quality by the **International Organization for Standardization, ISO**.

**Velosi Quality Management International** delivered both the ISO 22000:2005 for Food Safety Management System and the ISO 9001:2008 for Quality Management System, both in the sector of meat processing and livestock trading. The ISO certificates strongly attest to Widam Food's unmatched quality and safety best practices and the company's capacity in developing and managing world-class food systems such as slaughterhouses, abattoirs and manufacturing units. Furthermore, Widam was recognized at the 16<sup>th</sup> International Star for Quality in Leadership Convention in France in June 2012 adding another accolade to four recognitions from **MLA Australia** for Quality Management, and attesting to the company's business success and solid contribution to the local and regional food industry by being the "guardian" of food safety and public health. ■



## New Offices to Strengthen Sidel Support to Customers

**Sidel** has announced the opening of two new offices as part of its ongoing commitment to ensuring global experience backed by local sales and service support through proximity to customers. A modern new facility will operate as Sidel's Dubai Head Quarter (HQ), serving its customers in the Greater Middle East and Africa, while a dedicated new regional HQ in Frankfurt will serve customers in Europe and Central Asia. The creation of a Greater Middle East and Africa zone recognizes the fact that customers in these markets are facing similar challenges, as is also the case with those operating in Europe and Central Asia. The new Dubai facility will provide staff with an ultramodern working environment, bringing servicing, training, order processing, regional co-ordination and administrative functions all under one roof. Commenting on the opening of the Dubai HQ, *Peter Logan*, Executive Vice President for Market Operations, said: "Dubai really is the perfect match for Sidel. Its excellent communication and transport links mean we can get closer to our customers in both the Greater Middle East and Afri-



can regions and help them with the challenges they face. The move has allowed us to bring a number of different functions together which make it easier to offer the right solutions and remain a better match." Speaking about the longer term opportunities for the Greater Middle East and Africa, *Clive Smith*, Zone Vice President, said: "We see excellent prospects for Sidel in the Greater Middle East and Africa. In many ways the markets here are at a similar level of maturity with customers facing many similar challenges. This means we can focus the expertise we have built over 150 years on helping them meet those challenges with complete line solutions across PET, glass and can and all product lines." ■

## First Kronos Abroad Awarded TÜV Certificate

**Kronos do Brasil Ltda.**, has been successfully certified by the German technical inspectorate **TÜV SÜD**. In March 2013, TÜV SÜD handed over the initial certification, in the form of an IMS certificate extended to cov-



**Kronos do Brasil Ltda.**, has been successfully certified by the German technical inspectorate **TÜV SÜD**

er quality (DIN EN ISO 9001), environmental protection (DIN EN ISO 14001) and occupational safety (BS OHSAS 18001) to *Jens Hoyer*, the Managing Director of Kronos do Brasil. By introducing a quality, environmental and occupational safety management system at the LCS Center in Brazil, Kronos AG, is demonstrating the purposeful progressing of its management systems, unveiled and launched in 2009, not only for the German facilities, but as a kick-off for Brazil too. In the presence of *Werner Frischholz*, the Kronos Executive Board Member responsible for Operations and Service, and *Christoph Klenk*, his colleague responsible for Finance and Information Management, *Christian Striegl*, TÜV SÜD's branch office manager in Munich, emphasized: "At Kronos' facility in Brazil, the issues of sustainability, eco-management and occupational safety have been taken fully on board. Not only to the benefit of Kronos AG, but also to the benefit of your staff, the natural environment and the community as a whole. Under the aegis of the VALUE program, focusing on internationality, quality and organization, you have not only put the issues of eco-awareness, occupational safety and sustainability firmly on the agenda, but incorporated them as integral constituents of appropriately structured intra-company processes." ■

# Alternative Ingredients to Help Food & Beverage Manufacturers

**A**s part of a global ingredients solutions provider, **Ingredion** provides a variety of nature-based highly functional starches, clean label starches, nutritional ingredients and high quality sweeteners. By closely mimicking essential texture, performance and shelf life, these solutions can help to optimize costs without sacrificing eating quality and visual appeal. In order to have a better understanding about these new solutions, **Middle East Food (MEF)** magazine has conducted an interview with **Esen Kural**, Ingredion's regional sales manager in the Middle East.

**Q: Can you tell us more about the Ingredion's starch based alternative?**

**Esen Kural:** Specialty starches are used as thickeners or stabilizers to improve texture, mouthfeel and shelf life in food and beverage products. Delivering a number of benefits to manufacturers, starch-based alternatives feature in applications ranging from soups, sauces and dressings to cakes, dairy desserts, yoghurts and cheese. Cost savings may be achievable by using functional starches to replace everyday ingredients such as egg, dairy solids like milk protein and fat, tomato paste and fruit pulp. As part of a global ingredients solutions provider, the Ingredion group of companies in Europe provides a variety of nature-based highly functional starches, clean label starches, nutritional ingredients and high quality sweeteners. By closely mimicking essential texture, performance and shelf life, our breakthrough solutions can help to optimize costs without sacrificing eating quality and visual appeal. Particularly, specialty starches have proven ability to replace ingredients, while maintaining the necessary viscosity, texture and emulsification properties that consumers look for.

**Q: How can your company's products help manufacturers reduce their costs?**

**Kural:** Improving cost-efficiency lies at the heart of Ingredion's commitment to its customers worldwide. By combining reformulation expertise with a diverse range of nature-based functional ingredients, we help product developers overcome the cost versus quality conundrum. Texture plays a key role in the overall eating experience and in dairy products, for example, co-texturizers, such as Ingredion's N-DULGE® range, maintain textural attributes and help to keep costs low by replacing more expensive ingredients. N-DULGE® C1 and C2 starches can be used to substitute fats in desserts, dressings, yoghurt and yoghurt drinks and also build back mouthfeel and indulgent textures. N-DULGE® 316 co-texturizer can replace costly oil in mayonnaise, while maintaining the texture or mouthfeel of a full-fat product. In spreadable processed and analogue block cheese, ELASTIGEL™ 1000J is a gelling agent that can help save costs by reducing protein



without compromising on the high quality texture of the product. GEL 'N' MELT™ has been specially developed to function as a replacement for casein in the manufacture of imitation cheese like analogue block pizza cheese. A highly functional alternative to imported rennet casein and sodium or calcium caseinate, it keeps the desired firmness and gives high melting properties to the final product while dramatically reducing its formulation costs. Fat mimetic ingredients can also offer significant cost saving opportunities in bakery. Functional starches as well can replace up to 50 per cent of costly bakery fats in a range of end product applications, including cakes, baked goods, cookies and pastries. PURTIY GUM® 25 ER starch for instance can reduce egg content in cakes without compromising taste, texture or mouthfeel.

**Q: You have developed a clean label product range; can you tell us more about it?**

**Kural:** Clean label is a key driver for new product development and reformulation in Europe and the



trend is now spreading to other regions including the Middle East. Here, demand for foods and beverages with an additive-free positioning is starting to grow and manufacturers can use a simple label declaration to create added-value products that stand out from the competition. Ingredion has been actively involved in the concept since it first appeared in the UK over two decades ago and continues to invest in research, technical as well as consumer studies, and ingredient innovation to maintain the company's position as a pioneer. Through the company's technical know-how and portfolio of functional ingredients with simple label declarations, we can deliver the advantage of a simple 'starch' or 'flour' back-of-pack label declaration and contribute to an 'additive-free' front-of-pack positioning. NOVATION® Prima 300 and NOVATION® Prima 600 for instance are two functional native starches from Ingredion's 25-strong range of clean label ingredients. Delivering excellent texturizing properties and superb stability, these products are perfect for use in sauces, fruit preparations, dairy desserts and ketchups.

**Q: What customer trends do you see in the Middle East region?**

**Kural:** The Middle East food and beverage market is buoyant. In recent years, we have seen a number of international brands enter the region, as well as new product development by local players looking to gain market share. Cost optimization still drives recipe formulation and we also work with customers to increase shelf-life. This enables longer distribution chains and products must also withstand local weather and storage conditions. The dairy industry is showing particular growth in the Middle East and North Africa with a compounded annual growth rate of 13 per cent pre-



dicted between 2012 and 2017, but there is also a lot of activity in the bakery sector. Traditionally, families in the Middle East have prepared basic baked goods at home or bought them at a local bakery. With more of the population working, consumers are on the lookout for convenient products that fit into the demands of a busy lifestyle away from the home. This presents opportunities for the bakery and snack industry. We have also seen increased interest in clean label formulation in the region and there is a growing market for foods and beverages that offer health benefits.

**Q: What presence does Ingredion have in the Middle East?**

**Kural:** Ingredion's global presence and resources are complemented by a local team based in Dubai, who can monitor and anticipate the major trends in the region. Manufacturers tap into our technical expertise, supported by **Culinology**® and Sensory assistance, and we work in close collaboration with customers on recipe development to meet demand for satisfying textures and tastes. Working in partnership with our company helps manufacturers to develop innovative, consumer-winning products, with the added value that is needed to stand out.

The Ingredion group of companies is a global ingredient solutions provider, specializing in nature-based sweeteners, starches and nutritional ingredients. With customers in more than 40 countries, the Ingredion group of companies serves approximately 60 diverse sectors in food, beverage, brewing pharmaceuticals and other industries. The main trading companies within the EMEA (Europe Middle East and Africa) Region are **Ingredion UK Limited, Ingredion Germany GmbH and Ingredion South Africa Pty Limited.** ■

## IFFA Unveils GEA's High Velocity Freezer

On the occasion of the International Trade Fair for the Meat-Processing Industry (IFFA), **GEA Refrigeration Technologies** will present its GEA High Velocity Freezer range (HVF) of impingement freezers for the first time at a European exhibition. The freezer is based on impingement technology and is outstandingly effective for freezing hamburger patties and other flat products, as well as for crust-freezing various other food products. The GEA HVF uses new uniquely designed high-velocity air jets to effectively break the insulating boundary layers around the product and to quickly reduce the temperature at the outer layer. The freezing process consequently takes place 10 to 15 percent faster than with existing impingement freezers, which minimizes dehydration loss. Users profit from enhanced product quality, reduced cell damage, and longer shelf lives of the food products. The freezer has a modular configuration and is also available with two conveyor belts whose speed can be separately adjusted. Further effective solutions for meat-processing applications include the GEA A-Tec Spiral Freezer with the most hygienic design worldwide, and with full compliance with EHEDG (European Hygienic Engi-



**The GEA HVF uses high-velocity air jets to effectively break the insulating boundary layers around the product**

neering & Design Group) guidelines. Its fully welded stainless-steel insulated floor, structure, and enclosure ensure effective cleaning with GEA CIP (cleaning-in-place) technology for optimal food safety. The spiral freezer also features highly efficient horizontal airflow to ensure maximum product yield and low energy consumption. ■

## Markem-Imaje Launches its New SmartLase Range

**Markem-Imaje** launches a new generation of SmartLase CO2 laser coders with performances 30 percent



**The new generation of SmartLase CO2 is capable of coding up to 108,000 bottles per hour**

higher than market standards thanks to SCT (SmartLase Code Technology), an innovative patented technology. The new range meets the needs for higher speeds of the beverage industry. It is capable of coding up to 108,000 bottles per hour with a print quality and a code legibility unsurpassed to date. To improve traceability and fight diversion in the food industry, the print capacity of each code has increased from 30 to 120 characters. The range also offers an excellent availability ratio of the coding equipment. It can be up to 99.9 percent with a specific service contract. Furthermore, the laser source benefits from an extended life time of nearly 30 percent due to reduced laser duty cycles. Finally, the modular design of the coders makes maintenance easy; the laser head can be changed in 10 minutes without alignments and a built-in sensor facilitates diagnostics by assessing the laser power. Also, several versions are available: paper and cardboard are perfectly coded with the standard models C150 (10 W) and C350 (30 W). The C350 L (30 W) version is ideal for flexible packaging (BOPP) and laminated cardboards (PE). Both of the versions have been designed to code PET bottles, reducing the risk of piercing even if very thin. Other versions will complement the range in 2013-2014. ■



## Easy Opening with One Hand

**MULTIVAC** and the **Australian Snapsil Corporation** have recently struck a cooperation agreement for the use of the patented Snapsil easy opening packaging concept on MULTIVAC thermoforming packaging machines. The Australian company which specializes in the development of innovative packaging solutions has brought to the market a unique, patented easy opening solution for portion packs, which enables users of this system to offer consumers a high degree of added benefit and to differentiate their product at the point of sale. The 'snap-opening' function, allows consumers to open the portion pack with just one hand and the dispenser opening can be matched to the particular pack content. This means that consumers can dispense the product in a simple and controlled way. The new packaging concept also reduces the problem of product wastage, since product residue in the pack is avoided due to its shape. The concept is suitable for many different applications, in particular for branded products in the sectors of food, beverage, personal care and life science, as well as for industrial, household and garden products. Snapsil portion packs can



The 'snap-opening' function, allows consumers to open the portion pack with just one hand

be produced on MULTIVAC's thermoforming packaging machines. The 'snap-opening' function is integrated in the lower web of the thermoformed pack. There is no requirement for any type of perforation of the film in the opening area of the portion pack, and this serves the unrestricted barrier properties of the pack. ■

## Best Choice for Filling Solution



**KWT's 840R filling machine**

The **KWT-840R** Four Nozzles Auto Filler equipped with the rotary lobe pump filler is designed for handle from water-thin to viscid products. The filling machine provides

great flexibility, quick product change-over times and ease of cleaning. The filler is suitable to handle the viscid and foamy products found in the chemical and food fields. The machine main construction is made by stainless steel and each filling pump is driven by AC motor individually. Furthermore, it is easy to adjust the filling volume through the touch screen. The filling nozzle is diving type, and no foaming or spilling of liquid falls on the clean bottle since the shut-off design prevents liquid dripping. Additionally, up to 20 job set-ups can be stored in memory for easy recall and minimum down time is required for the container changeover. Finally, an important feature that characterizes the filling machine is that it is easy to maintain and clean. ■

## Cutting Salt without Compromising Taste

**TATE & LYLE**

**Tate & Lyle** recently announced the global launch of a ground breaking, new salt reduction ingredi-

ent, **SODA-LO™** Salt Microspheres that tastes, labels and functions like salt, because it is salt. With the new ingredient, food manufacturers can now reduce salt levels by 25 to 50 percent, in various applications, without sacrificing taste. **SODA-LO™** is made with standard salt (Sodium Chloride), spray dried with the help of a small amount of Gum Arabic. This patent pending process creates free flowing, hollow crystalline microspheres with stable shelf life and no flow agent additives. These smaller and less dense crystalline spheres provide a greater surface area, and therefore a greater perception of saltiness on the tongue allowing equivalent flavor at lower salt content. Because this new product is made from real salt, it has none of the bitter aftertaste or off-flavors associated with some other salt compounds or substitutes. ■

# All Set for the Biggest Food, Hotel and Hospitality Show



**The Top Chef & Art de Table contest**

With the continued growth in the market for food products and with the presence of many world-class hotels in Saudi Arabia, the biggest annual Saudi food, hotel and hospitality Arabia showcase will be held on May 19-22 at Jeddah Center for Forums & Events. Organized by Jeddah based **Al-Harithy Company for Exhibitions (ACE)**, Saudi Arabia's 18th international event will showcase a wide range of food and beverage, hotel equipment and supplies, kitchen and catering equipment as well as food processing technologies and packaging products. In addition, the four-day international exhibition incorporates Top Chef & Art de Table contests, jointly organized by **ACE** and **Saudi Arabian Chef Association**, which will feature culinary skills of chefs from the finest hotels and restaurants and adjudicated by a panel of international experts. *Zahoor Siddique*, Vice President for Exhibitions, ACE said "This is the leading event in the Kingdom's food, hotel, and hospitality industries, with a successful track record of more than seventeen years,." Saudi Arabia continues to be the single-largest market for food and beverages in the Gulf, accounting for 63 percent of all of the region's imports. The value of the Saudi Halal food market alone is estimated at USD 6 billion annually. Moreover, with a 23 million population, estimated to grow to 50 million over the next decade, there are innumerable opportunities for a host of businesses in the food, catering, hotel and hospitality industry. In addition, nearly 7 million foreign residents and more than 5 million visiting pilgrims annually are seeking diversified and quality products. Consumers have become more selective in

terms of nutritional value, quality, and price. Siddique added "This show is organized in light of the exciting developments in Saudi Arabia's hotel industry and consistent with our continued efforts to make our events truly relevant to the needs of our clients." He pointed out that the show comes at a time when the Kingdom's food and hospitality industries are experiencing rapid growth as more prestigious properties and new hotels are built for the rising number of tourists who are visiting Oman every year. The annual event is the Kingdom's national showcase and the region's international forum for worldwide suppliers to present their products and services to the broadest spectrum of high-profile trade visitors throughout the Kingdom and neighboring Gulf States. The exhibition is expected to bring together the largest gathering in Jeddah of hotel operators, chefs, hypermarket executives, restaurant managers, caterers, and other industry professionals from Saudi Arabia, China, Algeria, India, Pakistan, Malaysia, Lebanon, Sri Lanka, Turkey, Indonesia, Brazil, USA, Egypt, UAE, Germany, France and Italy. "The exhibition will be an excellent opportunity for food manufacturers, equipment distributors and hotel suppliers to meet and closely interact with their potential clients in Saudi Arabia's vibrant food and hospitality industry," Zahoor stressed. According to the latest statistics, Saudi Arabia is keeping pace with meeting the needs of its fast growing population by importing annually USD 20 billion worth of food and beverages from over 200 countries and even working toward providing food security by leasing agricultural lands in many countries. ■



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# African Food & Beverage Market Exploding at AB7

Africa's Big Seven 2013 (AB7) is set to be the continent's biggest food and beverage trade show ever, and the most spectacular, with a record number of international exhibitors buying out all available space at Gallagher Convention Centre in Midrand, Gauteng. More than 10 000 international trade visitors are expected, eclipsing the nearly 9 000 people who flocked to the expo last year. That edition of AB7 saw 304 companies from 42 countries around the world showcasing thousands of products in several hundred categories. The show encompasses seven distinct sectors that span the entire food and beverage value chain, including AgriFood, the Pan Africa Retail Trade Exhibition, FoodTech Africa, DrinkTech Africa, InterBake Africa, Retail Solutions Africa and FoodBiz Africa. "AB7 gives food and beverage manufacturers access to new technologies and innovations as well as the opportunity to keep up with international trends and innovations," says *John Thomson*, Managing Director of **Exhibition Management Services (EMS)**, organizers of the show. "One of the highlights at this year's AB7 is multi-functionality; consumers now want more than one benefit from one product; they also want healthier foods and fast, easy-to-cook prepared meals with high nutritional value. Visitors can also see more organic and natural food selections and the trend towards balancing healthy eating and working, and some radical kiosk and vending machine innovations," adds Thomson. According to him, AB7 is attracting more repeat exhibitors along with even more newcomers and visitors. "AB7 is proof of the inestimable value in face-to-face contact with potential clients, the importance of trade show visibility – being seen to be an active force in an industry whether as a buyer or a supplier, from Africa or elsewhere in the world." Two notable newcomers are **Akay Ireland Ltd**, and Romanian beverage company **SC Procer SA**, both exploring African markets. On another note, for the first time this year, AB7 show will have a virtual reality interface allowing exhibitors and visitors to participate online in real time from anywhere in the world. This unique service will be hosted and launched by AfriTradeCentre, Africa's first online conference, exhibition and unified communications platform. It aims to promote all forms of participation in AB7 - virtual and real - and facilitate interactive business engagement between physical and virtual exhibitors and visitors. Virtual AB7 participants will be able to interact, engage and communicate using chat, voice and video links on the service, exchange virtual business cards and collect exhibitor promotional col-



More than 10 000 international trade visitors are expected, eclipsing the nearly 9 000 people who flocked to the expo last year

lateral using an electronic briefcase application. "I think AB7 is a great eye opener for businesses; I highly recommend it for the sheer volume of opportunities to connect with so many suppliers in one venue," says repeat visitor *Mike Sithole*. "For people starting a business or growing their business, the best thing you can do is get to AB7." Additional attractions at this year's AB7 include Import and Export Workshops, a Future of Trade Africa Conference, and a Breakfast Seminar hosted by the **Consumer Goods Council** on the theme: 'Taking Retail into Africa'. *Yudi Dahlan*, trade commissioner at the **Indonesian Trade Promotion Centre** in Johannesburg says AB7 is a real door-opener to the African market. ■



# Sharjah Halal Fair Expands Global Reach

The rapidly evolving halal market in the Middle East and the high potential it holds for global manufacturers, distributors and service providers were recently showcased to an international gathering in Malaysia, the world's halal hub. Expo Centre Sharjah took part in the just-concluded Malaysia International Halal Showcase (MIHAS) 2013 in Kuala Lumpur to promote its upcoming 2nd edition of Halal Middle East Trade Fair and Congress. Showcasing the Middle East region that is bestowed with oil-powered economies, unique geographical location and a religious composition ideal for the halal industry to thrive, Expo Centre Sharjah delegates highlighted the rising importance of the UAE in the halal world as the Emirates has been chosen to chair two major technical committees to draw up halal standards. "MIHAS 2013 was the focal point for halal industry stakeholders, with the participation of hundreds of exhibitors from several countries and thousands of trade visitors converging at the show. By taking part in MIHAS 2013, we effectively promoted Halal Middle East to the who's who of the global halal industry," said *Saif Mohammed Al Midfa*, Director-General, Expo Centre Sharjah. MIHAS 2013 featured about 457 companies from 29 countries at 518 booths, attracting some 350 companies for the incoming buying mission with more than 500 representatives from 55 countries, as per initial figures available. *Lilian Segundo*, Director-Sales, *Sandeep Bolar*, Project Manager, and *Adham Ahmed Helmy*, Project Executive, were at hand in the Expo Centre Sharjah stand at MIHAS 2013 to brief the visiting delegates and trade representatives about Halal Middle East prospects. MIHAS is an annual trade fair held every second quarter of the year in Kuala Lumpur, Malaysia, and its 10th edition was held from April 3 to 6, 2013. The exhibition also showcased Malaysia's push to fully develop the local halal industry, having initiated more than 100 projects valued at a total of USD2.35 billion over the past four years. **Malaysia External Trade Development Corporation (MATRADE)**, the organizer of the show, had also arranged more than 3,500 business matching meetings for local businesses and visiting delegates. "With some 18 percent of the world's 1.6 billion Muslims living in the Arab World, the potential is very high in the region. The fact that most of the halal products here are imported also emphasizes the prospects of the regional market to Malaysian and other global halal producers and service providers. The response the Expo team received at MIHAS 2013 was excellent and we will be working to convert them into constructive deals, either as exhibi-



Sharjah Halal Fair takes part in Malaysia event to promote regional prospects

tors, delegates or as trade visitors," said Segundo. Under the patronage of Dr. Sheikh *Sultan Bin Mohammed Al Qassimi*, UAE Supreme Council Member and Ruler of Sharjah, Halal Middle East will be held at Expo Centre Sharjah from December 16 to 18, 2013, along with Halal Congress Middle East. For its second edition, Halal Middle East will be a comprehensive sourcing point for all halal products, from food to pharmaceuticals and insurance to tourism, while the Halal Congress Middle East will offer a gathering point for halal producers, exporters, importers, dealers as well as scholars and experts on halal markets and standards. ■

## HORECA 2013 Celebrates its 20<sup>th</sup> Anniversary

Under the patronage of Lebanon's minister for tourism, *Fady Abboud* and in the presence of distinguished personalities, union presidents, professional associations, partners and exhibitors, as well as ambassadors and media representatives, HORECA, the hospitality trade fair, opened its doors on Tuesday, April 9. During the opening ceremony, *Nouhad Dammous*, co-founder of **Hospitality Services**, the organizer of HORECA, was awarded the medal of the National Order of the Cedar, rank of Knight for his lifetime dedication to the advancing the hospitality sector in Lebanon through education. During the opening ceremony, *Mohamad Choucair*, President of the **Federation of Chambers of Commerce, Industry and Agriculture** awarded *Joumana Damous Salamé*, HORECA Executive Director, a trophy in recognition of her outstanding contribution to the Lebanese hospitality industry. In her turn, Salamé also highlighted a major event: The Lebanese Food Industries Awareness Day under the theme of "Export Obstacles Solutions" by the **Syndicate of Lebanese Food Industries** in collaboration with the **Ministry of Economy and Trade** and **Unite Agency for International Development (UNIDO)**. Since its



**Nouhad Dammous** was awarded the medal of the National Order of the Cedar, rank of Knight

inception HORECA's goal was to become the annual meeting place for industry professionals highlighting creativity and rewarding excellence through competitions, experts, showcases and chefs from around the world, in addition to major conferences organized by the syndication and its key players. To meet consumer expectations, HORECA, more than ever, helped professionals explore new trends and find original products and performing material. ■

## Agrame Awards Highlights Industry's Best Manufacturers

The inaugural AGRame Awards celebrated outstanding contributions in the agriculture, poultry, and landscaping sectors. Contested by 18 organizations across five different categories, the awards were a new addition to AGRA Middle East, which opened March 26 at the Dubai International Convention and Exhibition Centre and concluded March 28. **Abu Dhabi Farmers Services Centre (ADFSC)** was a standout winner for the night, taking home the *Farm Innovation in Agri-*



Contested by 18 organizations across five different categories, the awards were a new addition to AGRA Middle East

culture Award for their 'Growing for Market' initiative for small holder farmers in the UAE capital. Designed with the objective to promote an understanding of horticultural production systems, The Growing for Market initiative helps farmers improve the production of horticultural products for the UAE market, while also achieving sustainable returns. Other notable winners included **Marel Stork Poultry Processing**, for their 'Stork AeroScalder' product in the Best New Poultry Product for Gulf Market category; and **AGRAVIS Raiffeisen AG** for their smaXtec pH Easy Control in the Best New Agriculture Product for Gulf Market category; the product is a rumen pH measurement system which helps closely monitor dairy cows' health by providing continuous measurements of rumen pH value. Another new product was behind the *Best New Landscaping Product for Gulf Market Award* which was won by **Resysta Building Material**, for their green, resistant and sustainable outdoor material, RESYSTA. Meanwhile, **Munters** won the Farm Innovation Award in Poultry, for their Euroemme® EC52 cone fan, created with high air moving capacity and decreased power consumption specifically designed to fit the poultry industry. ■



# Gulfood Supplement



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# Gulfood 2013

## Delivers Record Breaking Results



The show attracted 77,609 trade visitors from over 152 countries

Gulfood 2013, the world's largest annual trade show for the food and beverage industry ended on a record high this year with an unprecedented number of visitors, exhibitors and business deals confirmed. As a result, the show will be extended by a day next year to run for five days, in order to accommodate the exceptional trade opportunities it provides. The show which ran from 25 – 28 February 2013, is the biggest exhibition to be organized by and held at the **Dubai World Trade Centre (DWTC)**, and attracted 77,609 trade visitors from over 152 countries. Additional space required to accommodate the 4,200 exhibitors participating this year, necessitated the special construction of the Zabeel Pavilion to take the total exhibition space for the show to a record 113,388m<sup>2</sup>. "Demand for space at Gulfood increases every year as the show continues to deliver unmatched trading opportunities for the industry globally. The value that Gulfood provides to the food and beverage industry is now undisputed and recognized on a truly global scale. It is also an event that contributes measurably to the economy of Dubai by attracting tens of thousands of visitors to

the city every year," said *Helal Saeed Almarri*, Director General, **Dubai Department of Tourism and Commerce Marketing (DTCM)** and CEO, Dubai World Trade Centre (DWTC). Furthermore, Gulfood has increasingly become the platform of choice for global launches by international companies. **Tetra Pak**, a specialist in food processing and packaging solutions, unveiled a number of technologically innovative developments in their packaging and filling equipment, designed to deliver greater production efficiency and meet consumer demands for functionality and convenience. Moreover, with more than 110 countries represented at this year's show, Gulfood's role as a truly global platform is clear. According to *Christelle Labernède*, Head of the **Agribusiness Department, UbiFrance** UAE and Qatar, "Gulfood is essential for French companies to develop their business, not only in the Middle East region but also all over the world. This year, we organized four pavilions at the show, enabling French exhibitors to showcase equipment, ingredients, food & drink and processing, and the results have been excellent." Additionally, a record number of Australian companies were



represented at this year's show, demonstrating the importance of the region for the food producing country. Excellent results were generated by the US pavilion which hosted 137 companies, the largest contingent to date. The **Foreign Agriculture Service** reported that exhibitors concluded on-site sales of approximately USD102 million and expect to secure an additional USD313.9 million in sales in the next 12 months as a direct result of their participation to the show. Moving forward, with tens of thousands of international buyers and businesses attending, the show provided an excellent forum for local and regional businesses looking to expand their businesses beyond the Middle East. The importance of this show for regional beverages giant, **RANI**, was outlined by *Dimitri Dugandzija*, Head of Marketing & Business Development: "We are currently in our second phase of growth to widen our market from the Middle East region to international markets, following our partnership with **Coca-Cola** and **Aujan**. There is no doubt that Gulfood helps us to achieve this, delivering excellent results for us in meeting new partners and distributors." **Dubai Cola Company's** Sales Manager, *Ahmad Roshdi* confirmed that the event provided a

great opportunity to introduce the company's distinctive beverage to the international world. He said: "We focus on the Arabic taste in our cola product, which includes all-natural dates grown in Dubai. We received orders from numerous countries during the exhibition, including Greece, France, Saudi Arabia, Kuwait, and a record order for 30 containers from Turkmenistan. In addition to the billions of dollars in business deals transacted, the show also highlighted excellence in the industry through the annual Gulfood Awards, of which there were 24 award winners this year, and through the much anticipated Emirates International Salon Culinare competition which attracted entries from 1,500 professional chefs around the region. Besides Gulfood's new five-day format in 2014, two new and significant food events will take place during the week of the show: the inaugural World Food Safety and Investment Summit will be attended by ministers, government officials, policy makers and thought leaders to address global food supply and security. Also The Dubai World Food Festival, a consumer focused celebration of the world's foods and flavors will take place immediately following Gulfood 2014. ■

## tna: Total Packaging Solutions at Gulfood 2013

The packaging specialist, tna, presented its total packaging solutions at Gulfood 2013 with a com-



The tna robag® FX 3ci offers unmatched throughput rates of up to 150bpm on snacks

prehensive range of products combined to represent a complete integrated production system on stand. Comprising the tna roflo® HM 3 conveyor, tna intelli-flav® OMS 3c, tna roflo® VM 3 cross feeder and tna robag® FX 3ci high speed vertical form fill and seal packaging machine, this equipment was able to demonstrate the efficiencies achieved by fully integrating tna's innovative products on one manufacturing line. Visitors to the stand were also able to see the high performance packaging solutions in action, and learn how products such as snacks and confectionery are seamlessly distributed, seasoned and bagged by the company's packaging systems. The tna roflo® HM 3, a horizontal motion conveyor, smoothly distributes goods while minimizing losses and breakages, while the tna intelli-flav® OMS 3c is a complete, one-piece solution for both wet and dry seasoning and flavoring. A further distribution solution, the tna roflo® VM 3 is a vibratory motion conveyor, which rapidly yet gently transports any product with continuous flow, and smoothes out any build up for optimal output efficiencies. Products can then be bagged efficiently using the high performance tna robag® FX 3ci, which offers unmatched throughput rates of up to 150bpm on snacks. 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. ■

## Doehler Brings Ideas to Life at Gulfood

As a global manufacturer of natural ingredients, ingredient systems and integrated solutions for the food and beverages industry, **Doehler** presented innovative products and concepts at Gulfood 2013. The company's integrated approach and the broad product portfolio are the optimal basis for innovative and safe food and beverage applications. The product portfolio ranges from flavors, colors, specialty and performance ingredients, cereal ingredients, dairy ingredients, fruit and vegetable ingredients to ingredient systems. The manufacturer presented a range of innovative sweetening systems in the MultiSweet Plus® product range. This also included the natural sweetening system MultiSweet® Stevia. Thanks to Sweetness Improving Technology (SIT), the sensory profile of all sweetening systems is perfectly balanced. In addition, Sugar Replacement Technology (SRT) offers new ways to reduce carbohydrates without sweeteners. Besides innovative ingredients and ingredient systems the company also showcased many pioneering food and beverage applications. These were ranging from still drinks featuring a especially fruity flavor profile and a full mouth feel, refreshing malt beverages with inno-



**Doehler showcased technologically advanced fruit preparations for innovative beverages**

vative flavors and exotic aqua fruit beverages tailored to the customer demands of the Middle East. In addition to that Doehler showed technologically advanced fruit preparations and tasting alginate pearls "bubbles" with a natural flavored core, for innovative beverages and dairy products.

Headquartered in Germany, Döhler has 23 production and 24 application centers, 50 sales offices and sales activities in over 130 countries. ■

## Heat and Control Displays the Soft Flight® Coating Drum

Continuing its commitment to providing food processors with complete single-source support, and to help expand its selection of coating systems and seasoning applicators, **Heat and Control, Inc.** purchased **Spray Dynamics, Ltd.**, an innovator of equipment for the controlled application of liquid and dry ingredients on a wide range of food products. "Successfully partner-



**The Spray Dynamic Soft Flight® Coating Drum applies liquid and dry seasonings to extruded, baked, and fried snacks**

ing on projects over the years, we found their equipment to be an excellent match with our own Fast-Back on-machine seasoning systems and individual in-kitchen flavoring applicators," notes *Tony Caridis*, president of Heat and Control. "The Spray Dynamics line will enhance the versatility of our seasoning applicators, while giving our customers a greater choice of coating systems to meet individual product requirements," he added. Spray Dynamics builds applicators for oils, seasonings, vitamins, tack and release agents, chocolate, yogurt and candy coatings, anti-oxidants, polishing wax, and anti-clumping agents. At this year's Gulfood 2013, Heat and Control displayed the Spray Dynamic Soft Flight® Coating Drum, a shell-in-shell drum that uniformly applies liquid and dry seasonings to extruded, baked, and fried snacks. Using a single system provides sanitary operation and simple cleaning for snack, meat, dairy, and other process-specific applications. Heat and Control now offers a complete line of equipment and technical services covering every aspect of coating. With this combination, food processors will now be provided with the most efficient equipment and technical support possible. ■



## KRONEN Innovative Concepts at Gulfood



Depending on the product the GS 20 belt cutting machine can run to a capacity between 500 and 4000 kg/hour

"Demand for our Kronen machines for the salad, vegetable, fruit processing industry is growing constantly confirming that the decision made 5 years ago to exhibit at Gulfood was right. Heavy investments in development of new products as well as pursuing a consistent and aggressive company strategy in the Middle East are paying off," said *Jean-Marc Hammann*, Export Area Manager of **Kronen**. In addition to the well proven range of machines, the company brought on the market novelties such as the new KUJ V cube, strip and slice cutting machine, the GS 20 cutting machine, the Kronen SOLO Vario knife peeler for long vegetables as well as the SDS 5000 suction dry system to dewater delicate leafy products. The completely revised version of the KUJ V cube machine

is perfectly suited for processing vegetables, fruits, fish in equal cubes, stripes or slices in one single step. The new, big GS 20 belt cutting machine is designed for the large industrial food processor to cut leafy products, vegetables and herbs. With its 250 mm belt it cuts whole heads of lettuce and cabbage. Individually definable programs can be stored and selected by the simple use of control buttons. Furthermore, the machine features excellent hygiene qualities such as inclined surfaces, stainless steel shaft seals and a seamless knife edge. The innovative SDS 5000 suction dry system allows for salads, fruits and vegetables to achieve a low final moisture. It is best suitable for processing baby leaf, fresh cut fruit, chopped lettuce, sugar snaps, cauliflower and broccoli florets. ■

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## Food & Beverage Innovations from WILD

At Gulfood, **WILD** provided manufacturers many good reasons to develop new products: the company showcased innovative ideas for malt beverages, still drinks, as well as food concepts and ingredients such as stevia sweeteners. With WILD's concepts and ingredients, manufacturers have the chance to participate in this growing segment: they can choose between pure products and variants with juice content. Particularly for the Middle Eastern palate, the company offers malt drinks with apple or pineapple juice. Furthermore, the great taste expert presented new mint flavors at Gulfood. They can be combined with citrus flavors, thus creating refreshing still juice drinks or carbonated soft drinks. The mint flavors can also be used in foods such as chewing gum and tablets. The flavor specialist presented its expanded competence in the fruit-juice beverage segment after having acquired the global juice business from **Cargill** in 2012. WILD's product ideas include still drinks with fruit pieces that provide a high mouthfeel indulgence and an intensive fruit flavor profile. New to the portfolio are "Delicious Duo" concepts for juice drinks that combine fruit juice and sweet dessert flavors, for instance apple and pear



**The great taste expert presented new mint flavors at Gulfood**

juice with toffee flavor. Focus also was on the company's Sunwin Stevia™ range. Manufacturers could learn more about various food and beverage concepts which can be made with the zero-calorie sweetener from a natural source. ■

## Spiroflow's Working Flexible Screw Conveyors

**Spiroflow Ltd** exhibited their flexible screw conveyors, a product belonging to its portfolio of conveyors



**Close up of the Flexible Screw Conveyor exhibit on the Spiroflow stand**

for the contamination-free handling of dry bulk food-stuffs, ingredients and additives. In addition, the company manufactures a comprehensive range of machines for the dust-free filling and emptying of such products into or out of bulk bags. The range of bulk bag fillers and bulk bag dischargers is one of the most comprehensive in the business. It includes mobile and low-height options and models that can operate without the need for a forklift truck. To demonstrate the operating principle of their flexible screw conveyors, Spiroflow's working exhibit comprised 3 conveyors operating in a continuous loop. Within the loop, one of the conveyors acted as an accurate loss-in-weight metering feeder - using load-cells to monitor its performance. Flexible screw conveyors are so precise and repeatable that, for many applications, they are accurate enough to work in volumetric mode without the need for any weighing equipment. The Spiroflow stand, number S-F33, was part of the British Pavilion in the Sheikh Saeed Halls. It was the company's 4th participation at Gulfood.

Spiroflow Ltd are manufacturers and suppliers of flexible screw conveyors, aero mechanical conveyors, tubular cable and chain drag conveyors, vacuum conveyors, bulk bag dischargers, bulk bag fillers, ingredients handling and weighing systems. ■



## CLARANOR Shines in the Middle East

Specialist in food packaging pulsed light sterilization, **CLARANOR**, has made its first appearance at Gulfood, the Middle East's largest food industry tradeshow, last February 25th to 28th, in Dubai. Through its participation in Gulfood 2013, the company wishes to conquer a new market in the Middle East. With already 9 devices installed in Saudi Arabia for such companies as **Nestlé Waters** and **Aujan**, the company plans on pursuing its development in the United Arab Emirates. Managing Director *Christophe Riedel* is indeed convinced that "taking part in Gulfood provides [CLARANOR] with a chance to promote [its] technology and [its] devices among players in the highly dynamic Middle Eastern beverages and dairy products market." The French company stands out from competitors through its pulsed light technology, which no other equipment manufacturer has ever succeeded in industrializing or in making profitable. By using light as a very powerful impulse, this technology can reach a microbial reduction level of 3 to 5 log for most bacteria, and molds on packaging. Pulsed light sterilization offers many benefits: it consumes no water, involves no chemicals, and can easily be integrated on to production lines given



**CLARANOR develops prior-to-filling sterilization solutions intended for the beverage and dairy products industry**

the compactness of the devices. Furthermore, using pulsed light represents both an economical and ecological alternative to chemical sterilization (using peroxide or peracetic acid). Its performance helps meet industrial requirements for the packaging of dairy products, refrigerated juice and sensitive soft drinks. ■

## HSA Highlights its 75 Year Operation



Gulfood 2013 was an occasion for **Hayel Saeed Anam (HSA)** group of companies to proudly highlight the 75th year of their operation. What started as a trading operation in Yemen in 1938, soon expanded to manufacturing activities, and in time this group set up some of the most modern, state of art facilities in Yemen, Saudi Arabia, Egypt, Indonesia and the UK. Today the HSA group has

as many as 32 manufacturing units across various countries; with the core focus being in food processing and packaging. The food manufacturing units which participated to Gulfood were **National Food Industries Co Ltd (NFIC)**; **National Biscuits and Confectionery co Ltd (NBCC)**; **Omar Kasim Aleysai (OKAM)**; **Pacific Interlink (PIL)**; **Arma Food Industries (ARMA)**; **Yemen Company (YCGSI)** and **Yemen Company for Industry and Commerce (YCIC)**. This year Gulfood Exhibition helped showcase the strength and diversity of the group and showed how potential customers could get a wide range of food products from dairy, legumes, cooking oils, biscuits and confectionery all under the HSA roof. NFIC from Saudi Arabia with their Luna brand had specially flown in a chef from the country who conducted a live cooking show which attracted a lot of visitors. ■

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**4 S/S VERTICAL SILOS** 2x "Pierre Gardin", cap. 100.000 lt, 2x "Shobwood", cap. 60.000 lt; **jacketed heated vessel "Kopf"**; **2 heat exchangers "GEA"**, volume 104.72 lt, "APV" (2010); **3 high pressure air compressors "Ingersoll-Rand"**; **6 air compressors** incl. "Ingersoll-Rand", "Eco-air", "Atlas Copco"; **4 air dryers "Beko" (2010)**, "Hiross", "Del Air"; **3 framed cooling fans**; **chillers** incl. "Tricoof"; **5 air filter units**; gas heated boiler; **3 hot water boilers**; **2 porta cabins**; chemical storage cabinets, lab equipment/furniture; office furniture/equipment; spare parts; internal transport; packaging machines etc.;

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**Middle East Food (MEF)** (ISSN 1990-3960) published monthly by:  
**CPH World Media** s.a.r.l  
Courier Address: Hamra, Commodore, barouk St., Chatila Bldg (Above Commodore Laundry), 2nd Fl. Beirut-Lebanon  
Postal Address: P.O.Box: 13-5121 chouran - Postal Code: 1102-2802 Beirut-Lebanon  
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E-mail: [info@cphworldmedia.com](mailto:info@cphworldmedia.com) - Web: [www.mefmag.com](http://www.mefmag.com)  
Printed by **Chamas Printing & Publishing**

مأكولات الشرق الأوسط (ISSN 1990-3960) تصدر شهرياً عن:  
سي بي أتش ورلد ميديا  
عنوان البريد السريع: الحمرا، الكومبودور، شارع الباروك، بناية شاتيليا (فوق مصيعة الكومبودور)، الطابق الثاني  
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## Dairy and Poultry Industries Booming in Saudi Arabia



## ازدهار قطاعي الألبان والدواجن في المملكة العربية السعودية

More than 2.4 million tons of livestock forage will be imported into Saudi Arabia annually by 2016 if it is to keep up with the Kingdom's booming dairy and poultry industries, an important agriculture expert from the Gulf country has said.

John Lawton, General Manager of the Agricultural Technology Company in Saudi Arabia, said that when it comes to output and efficiency, Saudi's dairy industry is among the world's best, making it a major exporter of dairy derivative products to neighboring Gulf and Middle East countries.

"This export has led the Saudi government to insist that for every liter of milk exported from the Kingdom, an equivalent amount of one kilogram of livestock forage is imported," said Lawton, a speaker at the Agribusiness Outlook Forum, a feature of AGRA Middle East which took place from 26-28 March at the Dubai International Convention and Exhibition Centre.

Lawton also said that the poultry industry in Saudi is also expanding, with Almarai again leading the charge, as poultry consumption in the Kingdom is expected to increase by 14 percent by 2016, reaching 1.6 million tons.

He added: "In just over 30 years, Saudi Arabia has developed an agricultural base which can produce very significant percentages of the whole population's crops, and in some cases, 100 percent such as dairy, eggs, potato and other specialized crops."

"The whole of agriculture in the country, and in other parts of the MENA region is a classic example of how the undeveloped desert areas can be developed with modern technology and efficient irrigation systems."

"In many ways, because water-intensive crops, including wheat and cereal grains are not encouraged in the long term, the focus has been shifted toward animal production," continued Lawton. "This is why the dairy and poultry sectors in the Kingdom are booming."

**John Lawton**

General Manager

Agricultural Technology Company

أشار أحد الخبراء الزراعيين في السعودية إلى أن حجم واردات أعلاف المواشي والدواجن في المملكة سيصل لأكثر من ٢,٤ مليون طن بحلول العام ٢٠١٦ في حال وصل القطاع النمو بمعدلاته الحالية.

وقال جون لاوتون، المدير العام لشركة التقنيات الزراعية في المملكة العربية السعودية، إنه وفيما يخص الإنتاج والكفاءة، يعتبر قطاع الألبان السعودي من بين أكبر الأسواق في العالم، مما يجعل منه مصدرا رئيسيا وهاما لمنتجات الألبان للدول الخليجية المجاورة ودول الشرق الأوسط. وقال لاوتون، المتحدث في ملتقى مستقبل الأعمال الزراعية، أحد الفعاليات المصاحبة لمعرض الشرق الأوسط للزراعة، والذي قام في الفترة ما بين ٢٦-٢٨ آذار/مارس الماضي على أرض مركز دبي الدولي للمعارض والمؤتمرات: «صادرات المملكة من الألبان قادت الحكومة السعودية للإصرار على استيراد كليو جرام واحد من أعلاف الدواجن والمواشي مقابل كل لتر من الحليب يتم تصديره للخارج».

وقال لاوتون أن قطاع الدواجن في السعودية أيضا يتوسع، ومجددا بقيادة شركة المراعي الرائدة في هذا القطاع، ومن المتوقع أن يرتفع استهلاك السعودية للدواجن بنسبة ١٤ في المئة بحلول العام ٢٠١٦، ليصل إلى ١,٦ مليون طن.

وأضاف: «خلال ٣٠ عاما فقط، تمكنت المملكة العربية السعودية من تطوير قاعدة زراعية تمكنها إنتاج نسبة كبيرة جدا من المحاصيل المحلية، وفي بعض الأحيان تصل إلى ١٠٠ في المئة في الألبان، البيض، البطاطا وغيرها من المحاصيل المتخصصة».

وتابع قائلا: «نظام الزراعة في المملكة، وعدد من دول الشرق الأوسط وشمال أفريقيا هو مثال تقليدي للكيفية التي يمكنك من خلالها تطوير الأراضي الصحراوية باستخدام التكنولوجيا الحديثة وأنظمة الري الفعالة».

وعلق لاوتون قائلا: «نظرا لأن المحاصيل كالحبوب والبقوليات الأخرى من الحبوب تعتبر مستهلكة بشكل كبير للمياه، فلم تحظى هذه الزراعة تشجيعا كبيرا منذ فترة طويلة، وقد تم تركيز التوجه نحو الإنتاج الحيواني. لهذا السبب شهد قطاعا الألبان والدواجن والمواشي نموا كبيرا في المملكة».

**جون لاوتون**

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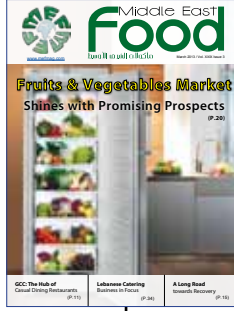
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تُعرف مجلة مأكولات الشرق الأوسط حول العالم بكونها المجلة المتخصصة في مجال الأعمال في منطقة الشرق الأوسط وشمال أفريقيا لخدمة قطاعات المأكولات والمشروبات الخفيفة والمكونات والتوضيب. يتم نشر المجلة من قبل سي بي أتش ورلد ميديا ش.م.م. منذ عام ١٩٨٥

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For further information please do not hesitate to contact  
**Mr. Jad Aboulhosn** (Circulation and Marketing Manager) by:  
**Tel:** +961-1-748333 ext. 202 - **Fax:** +961-1-352419  
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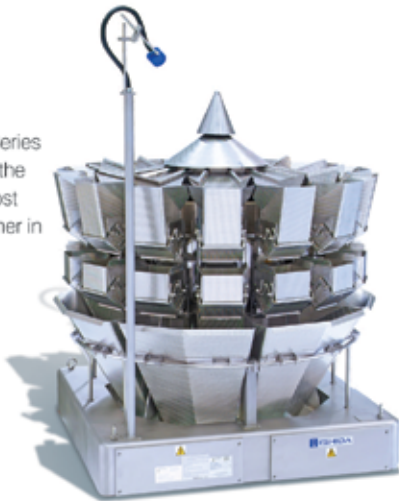


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