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FOOD SECTOR STRONG: ANUGA REVIEW

New texture horizons in jams, jellies and fruit spreads

CP Kelco recently introduced a new family of pectin products designed to create new textures in reduced-sugar and sugar-free jams, jellies and fruit spreads. Marketed under the GENU® Explorer brand, CP Kelco produces these new types of pectin using a unique proprietary process which significantly maintains the

pectin's properties so that it is more like that found in the native fruit. For consumers, the GENU Explorer pectin line makes it possible to produce jams and fruit spreads with more smooth and creamy textures. It also improves visual appeal due to a significant reduction in syneresis, and improved fruit distribution. For producers,

the GENU Explorer pectin line offers greater flexibility in recipe design and improved process tolerance to raw material changes and manufacturing variances. Several of the pectin products in the GENU Explorer line can be used to formulate organic and natural labelled consumer products, said the company. |

The power of nature in a jar

WurzelKraft fruity and WurzelKraft aromatic from P. Jentschura contain

100 natural vegetable ingredients which supply the organism with valuable vital

substances. Papaya, pineapple, mango, apple and raspberry constitute 37% of the recipe for WurzelKraft fruity. WurzelKraft aromatic preserves all the characteristics of the classical WurzelKraft blend, but has been enriched with nutty-tasting chufas and the natural sweetness of topinambur. Both gluten-free versions are free of artificial flavours, preservatives and colours. WurzelKraft fruity and WurzelKraft aromatic come in five sizes: 66 g, 165 g, 330 g, 660 g and 1650 g. They are bottled in special light-resistant, air-tight and temperature-resistant jars with screw caps, reported the company. |



Photo credit: P. Jentschura

Anti-energy trend emerging in drinks market

Although recent activity in the energy drinks market, notably the rising importance of energy 'shots', has received considerable publicity, a counter trend toward natural energy, anti-stress and relaxation drinks has quietly started to emerge. According to the Innova Database, over 450 new energy drinks were launched globally in the first nine months of 2009. It also reports a much more limited but growing interest in caffeine-free drinks based on natural, often herbal, energy ingredients to provide a more balanced energy lift, and the emergence of products designed more for relaxation and marketed under titles such as 'anti energy drinks' and 'relaxation shots'.

As with so many novel product concepts, relaxation products' move from the supplements niche to the mainstream market has been led by Japan which has a line of drinks and foods that are based on

botanical ingredients and contain new-style ingredients such as GABA (gamma-aminobutyric acid) and L-theanine.

A number of soft drinks feature GABA as an ingredient that aids relaxation. This use is however complicated by the fact that GABA has a number of other health benefits, particularly in the area of blood pressure control. Yakult was one of the first to launch a relaxation soft drink with theanine when it introduced Lemorea in 2002. The lemon beverage contained 100 mg of L-theanine, said to induce alpha waves in the brain (the brain produces alpha waves when people concentrate or fall asleep). Theanine is now a popular ingredient for drinks for mental acuity/relaxation.

The use of these types of ingredients has started to move out of Japan and into western markets, particularly the U.S. The first launches were in 2007, but interest levels have only really started to rise more recently with Innova Market Insights

recording higher levels of product activity. Jones Soda launched one of the first lines of GABA-fortified drinks in the U.S. under the Jones GABA Focus+Clarity name in early 2009, with a product line claiming to help improve mental focus, balance and clarity, while reducing stress.

Other ingredients being used include melatonin and the Polynesian herb kava. Melatonin, a natural hormone used to treat insomnia and jet-lag, along with valerian root and rosehip, features in the Drank relaxation drink which was designed specifically 'to aid relaxation of body and mind'. The Polynesian herb kava is said to relieve stress, alleviate PMS, reduce blood pressure and help with memory and focus. It was also used in the 2009 launch of Malava Novocaine canned drink, marketed as an 'anti-energy' drink, which joined Malava's existing Malava Relax drink, launched in 2008. |