



12 - 14 October 2011  
Mumbai Exhibition Centre,  
Goregaon (E), Mumbai, India.

### Cadbury joins children's responsible marketing pledge

Chocolate major Cadbury has joined the group of companies which had last year pledged not to advertise their food and beverage products to children below 12 years. Last July, seven companies Hindustan Unilever, Nestle, Kellogg's, General Mills, Mars, Coca-Cola and PepsiCo — had pledged to promote healthy dietary habits among children. While Cadbury had expressed its intent to join the group then, it has done so formally now. Cadbury's inclusion is in line with its parent company, Kraft Foods' policy of responsible advertising and marketing for children.

The US-based food and beverage manufacturer has been a votary of the cause. The firm was one of the first companies in Europe to become a signatory to the European Union pledge, which asks food & beverage companies in the region to desist from advertising their products to children below 12 years. The India Pledge is said to be part of the EU initiative. The no-advertising clause, part of the India pledge, means advertising to audiences with a minimum of 50 per cent of children under 12 years is not allowed. Cadbury, for instance, does not advertise to children below six years, and for those below 12 years, it attempts to reach them via general entertainment or infotainment channels.

Member-companies are currently in the process of appointing a monitoring agency that will keep an eye on the advertising commitment made by them on print, TV, radio and internet, an India pledge spokesperson said. He added that an India pledge website had also been launched.

### Mainland bans tainted food, drink from Taiwan

Imports of food and drink from Taiwan that may be contaminated with DEHP, an additive linked to cancer, have been banned by the Chinese mainland. The General Administration of Quality, Inspection and Quarantine yesterday issued a blacklist of 10 brands, including Uni-President and Possmei, of products such as sports drinks, fruit juice, tea drinks, jam and food additives. Food imported from Taiwan must hold a DEHP-free certificate, before it is allowed into the mainland, according to a statement by the quality watchdog. DEHP was used by illegal producers to replace palm oil as a thickener, or clouding agent, usually in fruit jelly, yogurt mix powder, juices, sports drinks and other beverages.

Three types of Uni-President drinks are on the banned list - guava juice, sugarcane juice and cumquat and lemon juice. Yesterday, the problem sugarcane juice was found to be still on sale in some Shanghai supermarkets. Lotus's Yanggao Road S. branch in the Pudong New Area had more than 20 packs of Uni-President sugarcane juice on the shelves, but store officials later removed them. Yang Shouzheng, a spokesman for President Enterprises China Investment Co, Uni-President's Shanghai subsidiary, said the beverages on the list were sold mainly in south China through two distributors in Fujian Province, but dozens of boxes of sugarcane juice had entered the Shanghai market. In a statement, the subsidiary company said it did not use clouding agents in its production on China's mainland and no DEHP had been found in its ingredients after checks by quality inspectors in Guangzhou. The company also noted it had never bought ingredients from two additive producers that were on the banned list. Uni-President produces more than eight kinds of beverage on China's mainland, including tea drinks, juices, coffees and mineral water. It also makes instant noodles and cookies.

Shanghai supermarkets, including Lotus and Carrefour, said they had been removing beverages suspected of contamination since Tuesday and were waiting for further notice of any other products that should be recalled. Taobao.com, China's leading e-commerce platform, also said it would remove references to suspect products from its search results. The Shanghai Industrial and Commercial Administrative Bureau said it will carry out an inspection soon to see whether the problem products were still on supermarket shelves. Meanwhile, the Shanghai Food and Drug Administration is to check local restaurants for any of the items included on the banned list.

### Refractometer for Brix analysis of food and drink

ITT has introduced the Bellingham and Stanley Opti hand-held refractometer for Brix analysis of beverages and food-stuffs at the National Restaurant Show (NRA) 2011. The Opti hand-held refractometer is a portable, compact measurement device that is suited for the measurement of dissolved solids by cellar services and dispense maintenance engineers in food and beverage retail outlets. The use of the system will assist the delivery of maximum product yield, helping to reduce costs. The Opti digital hand-held refractometer provides accurate and rapid measurement of dissolved solids, making it suitable for controlling the blend ratio and sugar or fructose content of post-mix beverages at point of dispense.

With the use of the Opti refractometer, retail and restaurant outlets are able to ensure product quality and maximum product yield, enabling costs to be easily and effectively controlled. Measurements are completed in 2sec and only a small drop of sample is needed to provide an instant result. Also highlighted at the NRA Show 2011 is the Bellingham and Stanley ABV (Alcohol by Volume) test kit. The ABV test kit enables the alcohol content of beer, wine or cider to be calculated from the combined readings of two portable instruments, the dual-scale Opti Wine (ABV) refractometer and a standard hydrometer measuring specific gravity.



### Outokumpu open's custom cleared warehouse in Mumbai

Finland based Outokumpu, a global leader in stainless steel in its quest to further serve the growing number of customers for its products in India has announced opening of its new custom cleared warehouse in Kalamboli, Mumbai. The warehouse became operational from June.



Refractometer for Brix analysis of food and drink



Tata Global Beverages



After initial jump, Godrej faces challenge of driving steady growth

## HNG to invest 7 mn euros in German subsidiary

India's largest glass containers manufacturer Hindustan National Glass & Industries (HNG) plans to invest around 7 million euros in its newly-acquired German subsidiary HNG Global GmbH to make it one of the most advanced production centres for glass containers in Europe. The Kolkata-based company's purchase of the assets of the insolvent German company Agenda Glas AG in Gardelegen, in the state of Saxony Anhalt, is an important building block in the firm's global expansion plans, its Vice Chairman and Managing Director Mukul Somany told. It has given the company a foothold in Europe, where the marketing opportunities are great for a wide range of glass bottles it makes for a variety of industrial. HNG will use its experience in successfully restructuring about half-a-dozen under-performing units in India to transform its new acquisition into a profitable business.

Somani expressed hope that the plant could be rehabilitated soon and it could reach full production capacity within six months. Agenda Glas AG was founded in 2008 with an investment of around 50 million euros and it began commercial production in early 2010. It has a production capacity of 320 tonne per day of glass bottles for the alcoholic and non-alcoholic beverage industries. However, the company filed for insolvency a year later in February, 2011, because its turnover of around 10 million euros in 2010 was far below its expectations, according to insolvency administrator Lucas Floether. Somani said Agenda Glas AG was a new facility with latest technology and it will enable HNG to enhance its technological strength and production processes in order to penetrate the European market. Its location at the heart of Europe is quite ideal not only to serve the markets in Germany and in neighbouring countries, but also to expand to the rapidly growing markets in central and eastern Europe.

HNG is the market leader in India's glass packaging segment with a share of 55% and it produces 2,625 tonne per day of glass containers ranging from 5 ml to 3,200 ml with applications in the alcoholic and non-alcoholic beverages, pharmaceutical processes, food and cosmetic industries.

## Tata Global Beverages

Tata Global Beverages second largest Tea Company in the world operating in many overseas countries has reported 182% jump in the consolidated Net Profit at Rs. 85.24 crore thanks to Rs. 55.94 crore of EO income despite marginal 1% dip in the revenues at Rs. 1561.27 crore for the quarter ended March 11. Revenues rose mainly due to price hikes which in turn hurt the volumes. Even as investment behind new product proposition in the 'good for you' beverage space occurred, in India the company maintained its volume leadership.



In UK, the iconic Tetley 'Tea Folk' returned to champion the brand after a decade's absence, attracting significant interest from consumers and media. In Canada, the company continued to be market leader by volume and value. Brand affinity was enhanced through the repositioning of Tetley Herbal range which emphasized a color and tea for every mood. Percy Siganporia - MD Tata Global Beverages commented that The business put in a good performance despite intense cost pressure from commodities and a challenging trading environment. Where possible we took price increases to sustain margins, continuing to invest behind our brands and so protect share and the long term health of our brands. The Investment we made in our products allowed us to remain relevant and engaging to consumers, particularly through exciting advertising campaigns and new variants. Our alliances with Pepsi-CO and Rising Beverages have generated further momentum behind our vision to be a leader in good for life beverages.

## Delightful summer drinks to beat the heat

With soaring temperature and unbearable heat, the only way residents could find solace is by heading towards restaurants that are offering a refreshing and extensive range of coolers. Some restaurants have also organized summer cooler and mango mania festival while others have introduced new drinks and salads to beat the heat, this summer. Food & beverage manager of Keys Hotel Randeep Garewal, said that they have started mango mania and summer cooler festivals so that the residents can enjoy a variety of mocoails and cocktails. These festivals will continue till June 30, he added. General manager of Cosmopolitan Restaurant Vinod Sangra informed that they have introduced an extensive range of coolers, including gourmet cream soda, halo and ice candy, for residents. "A healthy new menu for summer incorporating freshest and tastiest assortment of salads, including smoked chicken caesar salad, caesar salad with limi chili, have been introduced for residents," he said. General

manager of Keys Hotel Shaiful Alam said, "Whenever we decide to host food festivals we make sure that people of the city get authentic drinks and dishes for which they have spared time and money."

## Luthra advises on ICICI Venture investment in food chain franchisee Devyani International

Private equity arm of ICICI Bank, ICICI Venture has acquired a minority stake in RJ Corp's Devyani International, which runs KFC, Pizza Hut and Costa Coffee chains in India, for approximately Rs. 150 crore (\$ 33 million). Devyani International exclusively owns and operates more than 200 food & beverage retail outlets across India and in certain other countries for internationally-acclaimed brands such as KFC, Pizza Hut, Pizza Hut Delivery (PHD), Costa Coffee and Swensens and self-owned brands such as the South Indian restaurant Vaango. Luthra & Luthra advised Devyani with a team led by Managing Associate Nivedita Tiwari along with Senior Associate Vaibhav Kakkar. ICICI Venture was advised by their in-house counsel. Devyani will open 150-160 restaurants this year alone across its international brands. Devyani also plans to go public before 2013. The deal with ICICI Ventures is the first private equity investment in a company owned by RJ Corp, which is international beverage maker PepsiCo's biggest bottler in South Asia.

## Technology Driving Omega-3 Market

Suppliers are utilizing novel production technologies to produce marine omega-3 essential fatty acid (EFA) ingredients that don't affect the taste or smell of finished food and beverage products, helping to expand the number of consumer packaged goods delivering EFAs. Together with greater consumer awareness of the health effects of omega-3 EFAs, the still maturing omega-3 functional food and beverage market is seeing solid growth, according to a new report from Packaged Facts. Packaged Facts predicts the U.S. omega-3 ingredient market will grow 40 percent between 2010 and 2015, with U.S. sales of high-omega-3 and high-DHA foods and beverages approaching \$7 billion in sales by 2015. "When the first omega-3-enriched foods entered the market in 2003, some predicted that there would be a flood of products within a couple of years. But the challenges of finding ways to get the fatty acids into foods and beverages, making the resulting product palatable and achieving a reasonable shelf-life were more daunting than expected," said Don Montuori, publisher of Packaged Facts.

## Nanotech based food and beverage packaging to grow at 13%

As per RNCOS new research report "Nanotechnology Market Forecast to 2013", nanotechnology applications are gradually making inroads in the food and beverage sector to offer their technological advantages. According to RNCOS various applications developed in this area include, increased bioavailability and absorption of nutrients and health supplements, food packaging materials with much improved mechanical, barrier, and antimicrobial properties, and nano-sensors for traceability and monitoring the condition of food during transport and storage. Based on such a wide application in the industry, it is anticipated that the global market for

## After initial jump, Godrej faces challenge of driving steady growth

The threefold jump in Godrej Consumer Products Ltd's revenue from international operations has a simple explanation—five of their eight international operations were acquired in the year ended March. Now the hard work begins—making these acquisitions count beyond the initial bump in sales and profit. The company's strategy is aimed at leveraging those areas in which it already has a competitive advantage. The company's shopping spree hasn't ended, it announced the acquisition of a 51% stake in African hair care firm Darling Group Holdings that can be raised to 100% in three to five years. Godrej Consumer is looking to drive synergies in four main areas—cross pollination of brands and products, using scale in manufacturing, procurement and supply chain management to its advantage, sharing of best practices among the various companies acquired and from the diversity of people who came with these acquisitions. The biggest task that he faces is turning the company into one that's truly global. "They have gone about their acquisition strategy in a smart way but for Godrej Consumer, transforming itself into a real multinational is the biggest challenge," said Pinakiranjan Mishra, partner, retail and consumer practice, Ernst & Young. The international office will act as a nerve centre with executives carved out of a team of about a dozen specialists looking at various functions providing corporate support to the various offices spread across the globe.

The first kind of synergy will be identifying white spaces—to try and see if any of the new products it has acquired in one geography can be introduced in another one in which it has gained a presence. Godrej Consumer also identified that most emerging markets have huge untapped potential for household insecticides such as its market leading mosquito repellent brand Good Knight. The 3x3 strategy refers to the company's goal of being present in the continents of Asia, Africa and South America in the three core categories of home care, hair care and personal wash. Sinha, an emerging markets specialist who earlier worked with companies such as Reckitt Benckiser in India, Argentina and Brazil, Sara Lee in South East Asia and China, and private equity buyout fund Navis Capital Partners, took over a day before the first meeting of the global top brass. Over the past year, Godrej Consumer has acquired Nigerian personal care brand Tura, Indonesian household products company Megasari, the 51% it didn't own in joint venture Godrej Sara Lee and Argentine hair colouring and care brands Issue and Argencos to add to its international portfolio of Keyline, Kinky and Rapidol. As competition in India intensifies, local consumer goods makers are looking for newer markets abroad to occupy spaces or categories that aren't populated by the global multinationals.

Indian consumer goods firms have in the recent past gone on an aggressive growth path mainly through acquisitions—both overseas and local.

Consumer goods, food and beverage, retail and department stores space has already recorded 45 transactions worth \$210 million year to date, according to data from Dealogic. In 2010, the space had recorded a total of 122 transactions valued at \$2.20 billion. Still, despite the potential, challenges will remain. Geopolitical risk accompanies any company looking at various geographies while inflation is a common issue with most emerging markets. Godrej Consumer's main challenges would be managing its cost structures given the high volatility in the commodities market, according to Anand Ramanathan, manager at advisory firm KPMG, who looks at the consumer packaged goods space.



Nano-enabled Food & Beverage packaging will grow at a CAGR of 13% during 2009-2013.

RNCOS study indicates that, Nano packaging in the food & beverages sector is already being used in packaging components in countries, such as the US, Australia, and Japan. However, owing to its advantages in extending shelf life of packaged goods & ensuring microbiological safety, it is anticipated that, the market for nano packaging will witness speedy growth track in the coming years.

### Food plazas at Lonavla, Matheran

Indian Railway Catering and Tourism Corporation (IRCTC) plans to open food plazas at Matheran and Lonavla stations. At present, these plazas are at Churchgate, CST and Mumbai Central station. These fully air-conditioned food plazas are operated by Indian Railway Catering and Tourism Corporation (IRCTC). There are also plans to open similar outlets at Andheri and Thane stations. Work on the food plaza is already underway at Thane station, while in Andheri the work is expected to begin soon. On the

Central Railway, the IRCTC has sought clearance to open food plazas at Kalyan, Lokmanya Tilak Terminus (LTT) and Dadar station in the Mumbai region. IRCTC is also keen on opening these outlets at Borivli station. The official said, "Being close to Mumbai, tourist spots like Matheran and Lonavla have huge inflow of tourists.

There is a visible demand for quality food and hence we felt that IRCTC can fill the void by opening food plazas that also offer regional fare along with combo meals, Chinese food, Indian meals, pizzas, burgers etc." The IRCTC also plans to expand its presence at various suburban stations by opening fast food units (FFUs). FFUs can be opened in a 600-sq ft area and the seating arrangement will consist of not more than two to three tables.

The catering corporation has also plans to tie up with state-owned oil companies like HPCL and IOC to open food and beverage outlets at their petrol pumps. The first outlet will come up in a couple of weeks on the Pune - Solapur highway. The corporation has plans to open 40 to 50 such facilities across the country this year.

## HUL expands OOH presence

Recognising the growing significance of Out-of-Home (OOH) consumption, Hindustan Unilever (HUL) is extending its OOH presence beyond institutional vending into the F&B consumer retail space to increase consumption and brand experience. To start the expansion, HUL has opened its first Bru World Café at Juhu, Mumbai, on a pilot basis. The company has now added four Bru World Café pilot projects to its first initiative. The objective behind this move is to bring various coffee experiences across the globe which are suited to the Indian palate. HUL made an entry in the 'Out-of-Home' (OOH) food and beverage business in 2002 through 'institutional vending services'. Currently, HUL is a lead player in this business with a presence in 100 cities across India with Lipton and Bru beverage vending machines.

On HUL's strategy, Anand Khurana, general manager -OOH foods & beverages business, HUL said: "We have a dominant presence in the work space (offices and colleges) and are now looking at extending our OOH presence in the wait and play space (airport, malls and multiplexes) by extending beyond institutional vending into the F&B consumer retail space." With this move, HUL expects to leverage its portfolio of F&B brands and products to enhance consumption and brand experience. According to Khurana, with rising affluence and with consumers spending more time 'out of home,' there is a growing OOH consumption opportunity. "It also helps to drive superior brand experience through heightened consumer engagement," he added. Yet another FMCG major, Gujarat Cooperative Milk Marketing Federation is also extending its OOH operations by adding 1,500 Amul Parlours where all Amul brands are available and 500 Amul Scooping Parlours (for ice creams) to existing OOH outlets, informed RS Sodhi, MD, GCMFL. "Increasingly, consumers who are on the move prefer to eat at parlours as it gives them a total brand experience. We are now promoting all our brands through the OOH strategy," At present, GCMFL has 65,000 Amul Parlours and 800 Scooping Parlours across the country. HUL also has a significant ice cream OOH business through Kwality Walls which is currently available at 35,000 outlets across 23 major cities in the country.

## Nestle buys US firm Prometheus Laboratories as part of food pharma drive

Nestle, the world's biggest food group, has agreed to buy US gastrointestinal diagnostics firm Prometheus Laboratories for an undisclosed sum as part of its drive into foods with health benefits. Nestle said in a statement that Prometheus, which is expected to have annualised 2012 sales of around \$250 million, focuses on conditions such as inflammatory bowel diseases, including Crohn's disease and ulcerative colitis. Luis Cantarell, head of the health science unit created at the beginning of the year, said the acquisition would help Nestle accelerate its current and future healthcare business. "It will enable new personalised healthcare solutions based on diagnostics, pharma and nutrition," he said in a statement. While Nestle declined to give financial details, Vontobel analyst Jean-Philippe Bertschy estimated Nestle might have paid more than 1 billion Swiss francs (\$1.13 billion) for the firm. "The combined entity will be able to leverage the products and geographic presence in gastrointestinal diagnostics. We see that acquisition as a decisive step for Nestle," he said. The Vevey-based maker of Nescafe coffee, KitKat chocolate bars and Maggi soup has said it plans to invest about 500 million Swiss francs into the new health science division over the next decade. In February, it bought UK-based CM&D Pharma Ltd., which makes a chewing gum to help people suffering from kidney disease as well as other products for patients with inflammatory bowel disease, and colon cancer.

AMC Theatres® Teams with the Coca-Cola® Company and Nestlé Dreyer's Ice Cream Company to Cool off Guests This Summer with Coca-Cola Floats Visitors to AMC Theatres, a leading theatrical exhibition and entertainment company, will now notice a new star at the concession stand – Coca-Cola Floats, featuring refreshing Coca-Cola and vanilla ice cream from Nestlé Dreyer's Ice Cream Company. The new beverage choice – exclusive to AMC Theaters – will offer moviegoers a refreshing complement to the action, drama and romance that will light up movie screens all summer long. "The opportunity to partner with a leader in theatre concessions like AMC Theatres is a natural fit for Nestlé Dreyer's Ice Cream Company. We look forward to working with AMC to continuously develop new and exciting frozen dessert opportunities that excite its guests"

"As we considered how to expand our beverage lineup and give our guests even more options, a classic float featuring Coca-Cola with vanilla ice



cream provided by Nestlé Dreyer's Foodservice was a natural fit," said George Patterson, senior vice president of food and beverage at AMC Theatres. "We think the Coca-Cola Float will appeal to guests of all ages. The delicious taste, the memories it conjures and the feel of the nostalgic cup in their hand will most certainly add to the movie-going experience this summer." The Coca-Cola Float will pair refreshing Coca-Cola with custom-made, single-serve vanilla ice cream in a 32-ounce cup specifically designed to for this unique treat. "Few things are more fun than enjoying the latest summer movie with an ice cold Coca-Cola in hand, unless that Coke is combined with vanilla ice cream," said Stefanie Miller, Group Vice President, Strategic Partnership Marketing, Coca-Cola Refreshments. "We can't think of a better way to open summertime happiness than heading to your local AMC Theater with family and friends and treating yourself to a vanilla Coca-Cola Float." "The opportunity to partner with a leader in theatre concessions like AMC Theatres is a natural fit for Nestlé Dreyer's Ice Cream Company. We look forward to working with AMC to continuously develop new and exciting frozen dessert opportunities that excite its guests," said Daniela Province, Associate Brand Manager on the Nestlé Dreyer's Foodservice brand.

## New appointments of the Industry

Radisson Blu Hotel New Delhi Paschim Vihar has appointed Mr. Neeraj Balani as Director Food & Beverage. Prior to this, Neeraj has worked with 'The Oberoi Group', 'The Park New Delhi' & 'Crowne Plaza NFC' in various positions. With an experience of over 15 years in the industry, Neeraj Balani has played a vital role in the launch of some reputed hotels like The Oberoi Udaivilas, Udaipur; The Oberoi Rajvilas, Jaipur and Trident, Jaipur. He was also associated to launch AGNI (nightclub) and FIRE (Indian restaurant) at The Park in the capacity of a Manager. In his new role, Neeraj Balani will be responsible to monitor all service standards of F&B department to ensure exceptional guest satisfaction.

### Organizer- The Times of India (2011)

The Times Group publishes about 430 titles to connect with its audience nationally. The print brands (English & Language) alone deliver over 13.8 million audience each day. This is more than twice the population of Switzerland and more than 2/3rd the population of Australia. The above brands in the online format delivers 6.4mn unique visitors and 173 mn page views each month. The Times of India (TOI) is an English-language daily newspaper in India. It has the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid, compact, Berliner and online). World's largest selling English Broadsheet Daily (approx net sales of 3.5 mn copies)

### Jt. Organizer & Exhibition Manager - Winmark Services Pvt Ltd.

Winmark is formed by a team of highly motivated professionals engaged in the activity of organizing Industrial B2B Exhibitions and Conferences since 1999. In the past 12 years, Team Winmark has organized more than 30 International Exhibitions and Conferences on wide-ranging sectors like Power, Infrastructure Construction, Telecom & IT, Fluid Power, Control & Automation and Pumps & Valves, and Computers & IT products in Mumbai.