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INGREDIENTS

BUSINESS

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Exploring Opportunities.
Building Network.

In This Issue

- Ready-To-Eat Makes A Comeback
- GIRACT Special on Savoury Market
- Blending Antioxidant: The New in Naturals
- Managing Creativity through Social Media
- Need of the hour: Skill Management
- Alternatives: The Rise of Non-Dairy Products

Talking Market With



Mark Napier, Exhibition
Director, Gulfood



Dr KD Yadav, SVP
(Technical), Kamani Oil



Pankaj Chaturvedi,
CEO, Rich Graviss



Jaspal S Johar,
GM S&M, Cremica



Donna H Creca, Adult
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Editor's Note



It's in its 17th year. Bigger and better than ever, with over 5000 and counting exhibitors and triple the time visitors. Welcome to Gulfood 2013, and welcome to yet another lovingly put together issue of Ingredients Business. I agree, our cover on Gulfood would have come as a surprise to many, and while there is no denying that the issue is dedicated to one of the most prestigious food and hospitality showcases on the planet – more to its spirit that made it rise from a run-of-the-mill exposition to the biggest annual all-encompassing food industry fiesta – scour through, our pages, and we guarantee you would be pleasantly amazed at the articles preceding our brief profiling of the grandest event.

As one of the visitors and exhibitors – Ingredients Business is the official media partner too – we have tried to do what any conscientious trade publication would do: showcase India's market and food potential to our best of ability. This issue of Ingredients Business has expert columns from seasoned specialist to bring forth the emerging market of India – be it Dr. KD Yadav talking of Innovation in Oils and Fats or GIRACT's Special that deals with the rising market of savoury in Middle East. Talking of innovations, don't miss the Frost & Sullivan' special on Blending Antioxidants and Rich's dairy alternatives.

We also look at the Phoenix-like rise of the Ready To Eat Market with pioneers like ITC and newbies Mona Vie and Nourish Organics adding their bit. Finally, Prabodh Halde talks about the skill development issue of the country – and the progress made so far. All in all, an issue that would make your stay at the Gulfood truly engaging!

Best Wishes

A handwritten signature in black ink, reading "B. K. Sinha". The signature is written in a cursive style with a horizontal line underneath.

B. K. Sinha
Executive Editor

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INGREDIENTS

BUSINESS Giving Edge To Your Business

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Late Shri R.K. Prasad

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collected from various sources, which are considered to be
reliable. Readers are however requested to verify the facts
before making business decisions using the same.

The Growth of Gulfood

Has Surprised Us All

IT HOLDS A PLACE OF PRIDE OF ALL DUBAI WORLD TRADE CENTRE (DWTC) ECONOMIC INITIATIVES. YET, THE GENESIS OF GULFOOD WASN'T AN OFFSHOOT OF A NECESSITY TO ENHANCE A PARTICULAR INDUSTRY – IT WAS A WELL THOUGHT OVER, AND WISELY PUT TOGETHER SHOW THAT COULD BE TIMELESS IN ITS APPROACH AND SHOWCASE. 17 YEARS LATER, IT HAS EMERGED NOT ONLY AS THE MUCH PREFERRED PLATFORM FOR INTERACTION AND NETWORKING, IT HAS EMERGED AS THE MARKETPLACE THAT ALLOWS FOOD AND HOSPITALITY INDUSTRY TO EVOLVE IN CO-EXISTENCE. A HAPPY AND EXTREMELY PROUD TRIXEE LOH, SENIOR VICE PRESIDENT, DUBAI WORLD TRADE CENTRE, TELLS US HOW THE WHOLE IDEA OF GULFOOD CAME INTO BEING... AND WHAT'S NEXT. EXCERPTS FROM THE INTERVIEW

OF THE MANY ECONOMIC INITIATIVES, GULFOOD HAS BEEN ONE OF THE MOST PROMINENT. HOW DID THE IDEA COME ABOUT?

The Dubai World Trade Centre has been delivering world-class events in the Middle East for over 32 years. We have always worked towards a vision of supporting the UAE's economic development by providing more opportunities for business growth through our shows. Gulfood was launched in 1987 when the country's tourism and hospitality sectors were at quite a nascent stage. But the UAE had ambitious

plans to expand these sectors. This combined with the country's rapidly growing and diversifying population and its position as the most important trade hub in the Middle East has really showcased Dubai as a global centre for food and beverage exports.

We saw an opportunity for Gulfood to bring together buyers and suppliers from this growing industry in one place. What started as a biennial show with 65 exhibitors has now grown into the world's largest annual show for the F&B and hospitality industry with over 4,000 exhibitors.



WHAT WERE YOUR EXPECTATIONS FROM GULFOOD? AND NOW AS THE EXHIBITION ENTERS ITS 17TH YEAR, HAS THE EXHIBITION SURPASSED YOUR EXPECTATION?

UAE is an important market for food imports, and Dubai is a significant re-export hub for neighbouring economies. It provides a global trade exchange platform that connects suppliers from the region and around the world. Food is an essential need for everyone; it is a commodity that will rarely see declining demand. We knew that Gulfood's potential and scale would definitely grow to match industry demand, but we are definitely surprised at how rapidly the show has grown. Gulfood has become a must-attend event for anyone in the business of food or hospitality; the show's success thus far has surely raised the bar for future events.

ONE OF THE BEAUTIES OF HAVING A CONCEPT LIKE GULFOOD IS YOU CAN CHANGE YOUR VISION AS TIME PASSES. WHAT'S THE NEW VISION FOR GULFOOD?

Our vision is to facilitate the betterment of the food and beverage industry by providing quality choices to end consumers. Sharing global best practices and enhancing food trade is also among our goals. This means remaining ahead of global trends and bringing together the best minds and opinions in the business. We are continuously refining our offering to ensure Gulfood creates real and measurable business opportunities for our exhibitors and that they can be assured of a highly targeted buyer audience.

We have introduced a number of interactive tools this year to help visitors plan and manage their visit in the most efficient way. We have also expanded our conference programme

to include a series of talks by senior professionals and consultants on everything from marketing to retail to franchising for F&B businesses.

WHAT ARE THE BIGGEST HIGHLIGHT AND ACHIEVEMENTS OF GULFOOD?

Gulfood has delivered billions of dollars in deals for businesses across the world from as far afield as South Africa, China, New Zealand, and Argentina through to Poland, Tunisia, and Iran. The show's biggest achievement is undoubtedly the value of trade it facilitates between buyers and suppliers from every corner of the globe. It also provides unrivalled opportunities to small companies and new brands to enter lucrative markets in the region. In addition, Gulfood continues to provide diversified choices for consumers around the world as well as create food consumption trends to benefit the well-being of people.

WHAT ARE YOUR PREDICTIONS FOR GULFOOD?

It is hard to comment about a whole continent, but certainly a lot of Asian countries are important markets for food and beverage imports and exports. We are seeing increased participation every year from India, Singapore, China and Middle Eastern countries whose F&B companies are looking to extend their international reach. Buyers from Asian countries are also looking for the latest products and technology from the West. Gulfood truly is the meeting place where real business happens. **More specialised food events to cater to increasingly discerning and affluent consumers, novelty products and trends, and the continued migration of populations resulting in greater food fusion** are among the predictions for the years to come.

WHAT DO YOU THINK WILL BE THE MARKET'S DRIVING FORCE

IN THE YEARS TO COME?

Food is an essential commodity and the market is always driven by the ever-increasing demand for food as the world's population grows. Food shortages and climate change are critical issues that the industry is striving to address as severe weather conditions threaten crops and livestock and prices for raw ingredients fluctuate.

Globally, F&B suppliers are under pressure to provide more sustainable solutions right across the supply chain. From sustainable farming practices, to lowering food waste at a restaurant to designing biodegradable packaging solutions, sustainability is an important consideration that is already changing the way both businesses and consumers operate.

In an increasingly globalised world, food is a vehicle through which cross-cultural integration is formed. Access to the world's multitude of cuisines and flavours are breaking down geographical borders and contributing to a change in lifestyle and food consumption habits among consumers.

YOUR FEELING AT THE MOMENT..

Overwhelming and stressed. But we, as organisers of Gulfood, will like to thank all our long-standing participants for their continued commitment to Gulfood and welcome all our new exhibitors and partners to this year's show. We hope Gulfood continues to meet and even surpass their expectations. Gulfood 2013 is the largest and the most international show. To make the experience for our visitors more pleasant and worthwhile, we have introduced a number of interactive tools that will help them search for prospects, manage appointments and network with peers in an easier way. We hope that they take advantage of these to make the most of their visit. ♦

Opportunity Galore

THE WORLD'S LARGEST ANNUAL FOOD AND HOSPITALITY TRADE SHOW IS SET TO BROKER MORE INTERNATIONAL BUSINESS OPPORTUNITIES THAN EVER BEFORE. BUT IF THAT ISN'T ENOUGH REASON TO HEAD TO DWTC, THEN HERE WE GIVE THREE GOOD REASON TO HEAD DUBAI ...

Gulfood



IMPRESSIONS

There is nothing like honest feedback of your peers and competitors. And here what participants and visitors had to say about Gulfood over the past years. Some of them have been outright insuipring and egging, like the ones below:

Rob Furse, Trade Adviser, UKTI International:

“UK companies really benefit from attending this exhibition. As well as buyers from markets as far apart as Turkey and India, Gulfood provides a channel to buyers in the UAE, which imports over 80 percent of its food products. Of these around 50 percent are re-exported to Gulf Cooperation Council countries, the Indian subcontinent and Eastern Africa, meaning companies can cast their net far and wide.”

Hussain Abdullah, Finance and



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Admin Manager, Habtoor:

"We have exhibited at Gulfood from the very beginning and are always happy with the level of enquiries we receive following the show. We will always come back to Gulfood as it truly is a chance for us to meet our customers from all over the world."

Renu Oommen, General Manager, RAK Porcelain:

"This is the sixth year that we have exhibited at Gulfood, we have continued to come back year after year as it provides a highly targeted platform from which to launch our products to the region and the

world. Since the very first year that we joined we have made quality contacts and business connections and the show has played an integral part in helping our business grow. We now export to over 120 countries around the world, and last year sold over AED 90 million of our tableware and sanitary ranges."



Marc Hejazi, Managing Director, La Marquise:

"Gulfood has consistently provided us with a platform to launch new products to our target audience – it serves as a hub of business for the F&B industry in the region, and attracts visitors from countries as far afield as Uzbekistan that we would otherwise not have the opportunity to meet. We are thrilled to announce that we have almost sold all our display machines already, and in addition to this we have received over 50 franchise enquiries for French Bakery."



Wael Mansoor, Managing Director, Jackson Vending, a member of the Alois Dallmayr Group:

"Gulfood is an excellent environment for us to conduct major business deals with companies throughout the region. We have also appointed distributors in Saudi Arabia this year and have been delighted with the opportunities for expansion we have achieved through Gulfood. We will most certainly be back next year."

THE SHEER FIGURES

A record 110 country pavilions and 4,200 exhibitors confirmed for the 2013 event. More than 50,000 brands across every sector of the show will be on display. La Marquise sold all its display machines and received over 50 franchise enquiries. Jackson Vending signed AED 5 million agreements (\$1,362,000) in Iraq and Jordan. Malaysian participants raked a sale figure of RM 171.2 Million (\$55,838,230) during





Gulfood 2012. Gough Engineering was awarded contracts from Kuwait, Australia and the UAE with a value of over £130,000 (\$206,380). Bella Bulgaria's team met with more than 300 new business partners for the region of the Persian Gulf last year. Malaysian companies participated in the 17th Gulfood 2012 and registered RM 171.2 million in sales, of which RM 76.9 million were generated during the trade fair while an additional RM 94.3 million in potential sales are still under negotiation. The biggest contributors of sales during the 4-day show include palm oil with 56.1 percent from total sales, followed by beverages 17.5 percent, and prepared food 14.6 per cent.

THERE IS SOMETHING FOR EVERYONE

- Hoshizaki-Gram Middle East will present their new sub-brand at the Gulfood fair in Dubai in February 2013. The Snowflake brand consists of 600-litre refrigerators and freezers that fulfil the need for price friendly products whilst offering good quality designs manufactured in Denmark.
- World leading bakery equipment maker Baker Perkins new machine range that includes Tweedy mixers, Accurist2.1 dividers and Multitex4 mould-

ers, all designed to handle the dough gently and carefully. The Accurist2.1 features an innovative Intelligent Dough Weight Control system which reduces the average dough piece scaling weight by adjusting the divider in real time to compensate for changes in dough density.

- Chef Paul Prudhomme's fresh line of No Salt & No Sugar seasonings that will add flavour to any dish without the need of extra salt, sugar, MSG, and gluten.
- The Austrian company BLACK-BEAR GmbH's no food additives, no preservative, all organic Energy-Bar, developed by the former top athlete Christian Lugaar. The perfect treat for vegans and those in search for gluten-free, lactose-free alternatives. Halal certified gelatines and innovative gelatine-based applications by Rousselot® Gelatines. Bee Gums™ new soft gummies flavoured with pure honey, Tof'Gums™ - the first gummy with toffee flavour.
- The showcasing of Peptan® F (fish origin) by Rousselot®. Peptan are natural and bioactive ingredients to be used in functional and nutraceutical foods.
- The public unveiling of MIWE condo, an authentic and

versatile baking oven that allows bakers to incorporate traditional styles into contemporary methods of baking – for the sheer joy of craft impression.

- Cama Triaflex will introduce its new innovative robotic system with artificial vision system, which guarantees automatic recognition of the various products, according to their type.
- New releases from Ghanim International Food Corporation Sdn Bhd – the Brunei Halal brand is poised to make its debut appearance as an exhibitor at the grand Gulfood expo with its growing market presence in the Asian and Europe regions the
- DrinkWISE™ by FOH is a revolutionary, NEW generation of reusable, BPA-FREE drinkware.
- The GEA PowerPak is a thermoformer that flexibly adapts to the changing requirements, no matter if you need a packaging machine for small output and small production volumes, medium-sized or highest packaging standards, courtesy a large selection of functional modules.
- Villeroy & Boch is presenting an updated fine dining range for the discerning hotel and gastronomy business made of premium bone porcelain consisting of at least 45% calcined bone ash.
- Archer Daniels Midland Company (ADM) will showcase its broad ingredients portfolio at Gulfood 2013, with products to be featured including soya proteins, lecithin and the latest additions to the deZaan™ range of high quality chocolate and cocoa solutions.
- Global food processing equipment manufacturer, JBT Food-Tech, has developed an integrated in-line Dry-Fry System (Patent Pending) designed to process coated products with up to a 50 per cent reduction in oil pick-up. ♦

Gulfood 2013

Not just a food show...

FROM HUMBLE BEGINNINGS IN 1987 WITH 65 EXHIBITORS OCCUPYING 850sqm IN EXHIBITION SPACE, THE SHOW THIS YEAR GREW AND SPRAWLED OVER 113,398sqm TO ACCOMMODATE MORE THAN 4,200 EXHIBITORS AND 100 NATIONAL COUNTRY PAVILIONS. GULFOOD IS NOT ONLY ONE OF THE LARGEST ANNUAL FOOD TRADE SHOWS IN THE WORLD, BUT ALSO THE MOST PRESTIGIOUS PLATFORMS FOR RECOGNISING INNOVATIONS IN THE FIELD OF FOOD AS WELL AS INGREDIENTS. AND 2013 EXPECTS TO ATTRACT MORE THAN 70,000 VISITORS FROM MORE THAN 160 COUNTRIES AROUND THE WORLD, MAKING THIS YEAR GET TOGETHER BRILLIANT AND BIGGER THAN EVER! MARK NAPIER, EXHIBITION DIRECTOR, GULFOOD GIVES US ALL THE NEW AND THE HAPPENING THIS SEASON AT THE WORLD.

WHAT'S NEW IN GULFOOD 2013?

In addition to increased exhibition space that has allowed us to welcome new exhibitors and provide our long standing exhibitors with more space to showcase a wider range of products, we also have a number of new national pavilions including Lithuania, Ecuador and Oman. Particularly exciting for us is the new country pavilion for the UAE, a great demonstration of the country's development in the food and beverage

industry as it progresses up the value chain.

The hotly contested Gulfood Awards which celebrate the people and companies behind the region's exceptional food and drink industry, increases in size this year with a record number of entries and three new awards being introduced. A total of 23 categories recognise the good and the great.

The third edition of the Baking & Pastry Guild Competition will highlight the specialised skills of professional bakers and pastry chefs in the Middle East through live baking and pastry sessions and through static displays.



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Cover Special



We are also excited about the new country pavilions being introduced this year participating this year include: Ecuador, Lithuania and Oman. We are particularly excited about the growing participation from South America too, with Brazil being the Country of Honour this year. An increased appetite for South American foods is one of the key trends we are seeing on the restaurant scene, so visitors can expect lots of fresh, high quality produce exhibited at the show.

Of course we welcome the return of the Emirates Culinary Guild Salon Culinaire and 2,000 highly competitive chefs determined to demonstrate their culinary mastery and earn a place in the competition's hall of fame.

Given the record size of Gulfood, it has never been more important for us help save time, increase efficiency and add as much convenience as possible for both our exhibitors and our visitors. This year we are delighted to introduce the following time-saving additions to the show:

Gulfood Connexions, a programme run through the show website that enables visitors to create their own personal profile, schedule appointments at the show and manage their diary.

Gulfood Mobile App, a free app downloaded from the website to guide visitors to their chosen brands and products, receive alerts and news and meeting reminders.

Enhanced product listings in the catalogue and on the website provide improved search capability for visitors, including product and brand name.

Interactive floor plan will help visitors find exhibitors and make it easier to navigate exhibition halls.

ONE OF THE NEW FEATURES THIS YEAR IS THE ZABEEL PAVILION. TELL US MORE ABOUT

HOW THIS NEW ADDITION CAME INTO BEING?

It was in response to the enormous demand from international companies wanting to join the show. This is a very attractive market, growing fast and with huge opportunity so we have hundreds of companies wanting to be part of it, and local players wanting more space to show a growing range of products. Zabeel Pavilion helps us meet this demand. Thanks to DWTC investment in infrastructure, we can build this bespoke hall, which adds an additional 13 percent – more than 12,500m² – to our current exhibition space.

We are delighted to be able to accommodate more companies, which means better choice for buyers and a much broader range of products to see. The Ingredients, Machinery and Processing and Packaging equipment sections will be significantly bigger as a result of the expansion, so processing and food manufacturing businesses will find a visit especially beneficial.

ARE THERE ANY OTHER NEW FEATURES THAT YOU WOULD LIKE TO MAKE SPECIAL MENTION OF, AND WHAT VISITORS TO GULFOOD CAN LOOK FORWARD TO?



There is no other annual show in the world that offers the true 360 degree offering on the scale that Gulfood does – from ingredient suppliers through to manufacturing, processing, packaging, equipment suppliers, business expertise and every possible food product imaginable for the trade.

Visitors can also look forward to a valuable content-rich Gulfood Conference programme, which this year includes:

Food Leaders Summit: The biggest and best in the industry share the secrets of their success.

Food Processing and Packaging Forum: A focus on the factories of the future, making it faster, leaner, cheaper and better to win new customers. The forum will also reveal the Middle East's recipe for success.

Franchise Workshop: A practical and essential guide to food franchising, including acquisition and expansion, to create a successful network.

WHAT ARE YOUR EXPECTATIONS FOR THIS YEAR'S EXHIBITION?

We expect another record breaking year for the show, for our exhibitors



and for our visitors.

Gulfood is a transactional show without an equal, with more business signed and sealed as a direct result of the show than another show internationally. According to our industry research, more than 75% of buyers make purchasing decisions at Gulfood, while the show itself conducts 50% more transactions than at any other similar event around the world. With more space, exhibitors are going all out to bring their best and widest ranges to the show. The country pavilion for France, for example, is the biggest at Gulfood than at any other show in

the world. This is a serious show that delivers serious business results.

HOW DO YOU THINK THE PLATFORM OF GULFOOD WILL HELP THE INDUSTRY IN GETTING OVER THE SLOWDOWN?

With home markets increasingly over-saturated, many of the world's food trade companies are looking to emerging markets to deliver sustainable growth. The Middle East is strategically positioned at the centre of trade between east and west, with a world-class logistics, trade and business infrastructure, and a progressive approach to its expansion to meet growing demand. Dubai remains the hub for the re-export market into the Middle East, Asia, Africa and increasingly, Eastern Europe. With so many attributes within the region to facilitate trade and economic growth, Gulfood presents one of the most important platforms for the global food industry.

TELL US MORE ABOUT THE FOOD LEADERS SUMMIT AND THE GULF FOOD AWARDS.

The Food Leaders Summit is a key event in our Gulfood conference programme, with a speaker line-up that includes true captains of the food and beverage industry. Delegates attending the summit enjoy



Cover Special



privileged access to the experience and expertise of these leaders and are guaranteed to leave with valuable insights that will inform their business decisions.

The Gulfood Awards are a much anticipated feature at Gulfood, and were established four years ago to recognise the people and companies behind the region's exceptional food and drink industry. With 23 categories this year, awards are presented for excellence in innovation in food products, beverages, packaging and equipment, sustainability, service, health education, and marketing. With a record number of entries received this year, the final awards gala ceremony will most certainly be an exciting evening.

WHAT ACCORDING TO YOU WILL BE THE DRIVING FORCE BEHIND THE FOOD INDUSTRY IN 2013?

The macro-economic drivers are very challenging: Supply, demand, price and service. Globally, food prices are on an upward trend, so industry shows, such as Gulfood, are one of the best places for buyers to benchmark, source new suppliers and find the best deals. With more suppliers attending, this year visitors can be sure to find better products, better prices and better service, to help them meet their own customers' demands. That said, food processing and packaging remain the least affected sectors of the F&B industry, with emerging markets around the world delivering the most business

potential. This is demonstrated by the enormous demand Gulfood continues to receive from processing and packaging companies for more and more space. Two years ago we trebled the space allocated to this show; this year we have doubled it again.

WHAT IS THE CORE THEME OF THIS YEARS' EXHIBITION?

The theme for this year's show is "International Flavours, World Class Business" which encapsulates the truly global positioning and appeal of the show and highlights the strong transactional element of Gulfood. Billions of dollars in deals are conducted through the show for businesses across the world, from as far afield as South Africa, China, New Zealand and Argentina, through to Poland, Tunisia, India and Iraq. There is no question that this show plays a pivotal role in facilitating substantial trade between suppliers and buyers from every corner of the globe, and providing immediate and exclusive access to the highly lucrative markets of the region.

WILL GULFOOD 2013 SEE ANY NEW FORM OF LAUNCHES THIS YEAR?

As the most influential annual trade show for the food and beverage industry, Gulfood provides the perfect platform for thousands of launches from every sector of the show. From innovative new ingredients, through to the latest packaging breakthroughs, fresh produce, processed

products and state-of-the-art equipment, visitors can be assured of the latest and greatest in the industry.

There are likely to be hundreds of new product launches during this year's show, many of which will only be announced as the show opens. Particular launches of which we are aware include: global packaging giant Tetra Pak who will be unveiling four innovative new packaging solutions; Nadiya, the region's luxury date company who will be showcasing a range of gourmet chocolate dates and a number of new flavours; Borouge, who will debut new film packaging; and Greenfield World Trade, a leading provider of commercial foodservice equipment will introduce a number of new product lines under its major brands: Excalibur, Omega, Blakeslee and Zeroll.

ANOTHER HIGHLIGHT OF THE EVENT IS THE INITIATIVE TAKEN TO HIGHLIGHT ONE PARTICULAR COUNTRY. THIS TIME IT'S A CONTINENT: AFRICA. TELL US MORE.

It is a focus area for us in terms of visitors and buyers. It is an emerging, fast growing market in its own right and we are seeing many more visitors from dozens of African countries, who use Gulfood to meet their growing domestic demands. Secondly, the country of honour for Gulfood this year is Brazil, which is in South America. Our focus here is on the producers who see Gulfood as the best showcase to reach out to these fast growing markets. Of course Brazilian cuisine has both European and African influences, so it's illustrative of a globally connected market. There is no doubt, that Gulfood is a key barometer for the global food industry, so if there is a focus on a particular country it is clear that it will be a country of significant potential, whether in number of products, pace of growth, or volume in trade. ♦



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We serve the following industries:

Confectionery and bakery

- Dough softener for bread
- Egg replacer in cake/muffins/cookies
- Emulsifier
- Vegetarian-grade L-cysteine for flour improvement
- Milk proteins for whip toppings
- Bakery enzymes

Food supplements and nutrition

- Barley beta glucan fibres
- Highly bioavailable CAVAMAX® coenzyme Q10
- Highly bioavailable CAVAMAX® curcumin powder
- Inulin
- Oligofructose (FOS)
- Phosphatidylserine
- Pycnogenol
- Vegetarian-grade L-cystine and L-cysteine
- Water dispersible coenzyme Q10
- Water dispersible curcumin

- Water dispersible ALA
- Krill oil (EPA and DHA)

Processed food

- Cheese powder
- Collagen casings - meat processing
- CAVAMAX® W6 cyclodextrin as emulsifier
- Dehydrated herbs and vegetables
- Egg replacer for mayonnaise
- Emulsifier
- Soy sauce powder

Beverage and dairy

- Antibiotic test kit for dairy products
- CAVAMX® W6 cyclodextrin as soluble dietary fiber
- Dairy cultures
- Dairy enzymes
- Emulsifier
- Microbial rennet
- Milk proteins for dairy/coffee whitener
- Milk proteins for ice-creams and yogurt
- Nisin and Natamycin as preservative for cheese, coconut water and rasgulla

DKSH India Private Limited

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Think Asia. Think DKSH.

The Indian Pavilion

ITS NOT ONLY APEDA THAT HAS PARTICIPATED AGAIN WITH A SHOWCASE AREA OF 700 SQM TO EXHIBIT THE GROWING MARKET OF INDIA, AND ITS WONDERFUL PRODUCE, COMPANIES LIKE SONIC BIOCHEM AND FROZEN FRUIT AND VEGETABLE GIANT MOTHER DIARY TOO HAVE BOUGHT THEIR OWN SPACE TO TAKE THE ADVANTAGE OF THE WORLD'S BIGGEST PLATFORM FOR FOOD AND INGREDIENTS BUSINESSES. HERE'S A ROUND UP OF THE COMPANIES REPRESENTING INDIA, ONCE AGAIN, AT THE ONE OF THE WORLD'S BIGGEST SHOW OF FOOD AND INGREDIENTS – WITH A FEW NEW FACES TOO!

Saffron King - USMS Saffron Co. Inc.

Website: www.indiansaffron.net

Nature of Business: Exporter/Trader/Wholesaler

Specialisation: Saffron

Profile: One of the oldest saffron procuring company of India, USMS saffron began supplying quality saffron under its own brand in 1965. Today they are known dealers of high quality Kashmiri Saffron, Indian Kesar and more. And have their own BSI (UK) adjudged ISO 9001:2008, HACCP and GMP certified integrated cleaning, sorting and packaging plant. The Saffron produced here goes through the laboratory measurement for crocin (colour), picrocrocin (taste), and safranal (fragrance) content.

Chemical Engineering Corp Pvt Ltd

Website: www.cecfeel.in

Nature of Business: Creators and Manufacturers

Specialisation: Flavours and Fragrances

Profile: In the business since 1946, Chemical Engineering Corp Pvt Ltd (CEC) is one of the top names in flavour creation and manufacturing. Their forte is to provide variant flavours to manufacturers of dairy products, beverages, snacks and savory foods, confectionery, sweet and baked goods, pharmaceutical and oral care. They also cater to animal food manufacturing segment Products. This only means you can rely on to provide flavours of a consistent profile. Currently their focus is on identification of specific flavour molecules, which make a certain fruit or food taste the way it does.

Synthite Industries Limited

Website: synthite.com

Nature of Business: Creator and manufacturer

Specialisation: Colours, additives, bio chemicals and spices

Profile: Circa: 1972, Synthite Industries commenced its operations with the manufacture of oleoresin black pepper and went on to become one of the leading manufacturers of all spice oleoresins. Over the years, it has expanded into more botanical extracts. The bio ingredients division is the essence of Synthite Industries Ltd, complete with a state-of-the-art plants and labs. Today the company product profiles is a potpourri of fragrances, spices, ingredients, colours, food additives and more.

Sunrise Naturals Pvt Ltd

Website: www.sunrisenaturals.in

Nature of Business: Manufacturers and bulk suppliers

Specialisations: Pulp, concentrates, purees, sugar and spices

Profile: A relatively young company, Sunrise Naturals has, since our origin, focused on delivering customised, quality products through procuring the best quality natural resources, and processing it under strict international standards. A recognised processor and exporters of Tropical Fruit Pulp and Concentrates, they have been Indian suppliers to Coca Cola, Maaza and RC Cola, and popular brands in the Middle East and Africa.

Srini Food Park

Website: www.srinifoodpark.com

Nature of Business: Manufacture and Service Provider of Food and Beverages

Specialisation: Infrastructure

Profile: Supported by the Ministry of Food Processing Industries, Srini Food Park is a first-of-its-kind project aimed at harnessing the potential of food processing industry in India. Mega Food Park, Srini Food Park's new venture is also aimed at promoting the industry, with special emphasis on engineering, food processing, software and logistics. Srini Food Park is not just a company but the best resource to set up a food processing industry in India.

Sonic Biochem Extraction Ltd

Website: www.sonicbiochem.co.in

Nature of Business: Manufacturer and Wholesaler

Specialisation: Soy ingredients like protein, phytochemicals, lecithin, vegetable protein and organic

Profile: A sister concern of the well-established Matlani Group, Sonic Biochem has been a fast emerging name in the field of healthcare ingredients manufacturer. Known for its New Generation Soya Products, the 1984 established company has the two most sophisticated manufacturing units with a production capacity of 50,000 mt of Soya proteins, 30,000 mt of Soya food products, 10,000 MT of Soya T.V.P. 15,000 MT of full fat Soya flour, 2000 mt of Soya emulsifiers and antioxidants annually. It exports to 32 countries!

Shimla Hills Offering Pvt Ltd

Website: www.shimlahills.com

Nature of Business: Sourcing agency, developer and supplier of seasonal agro foods

Specialisation: Passionfruit pulp, pieces and puree

Profile: In 2007, Shimla Hills acquired passion fruit plants situated at Mao and Mizoram and thereafter became the only manufacturers of passionfruit from India. Today, it's one of the prime suppliers, manufacturers and exporters of processed fruit products like fruit juices, pulp and purees, concentrates, fresh and frozen IQF and more, with a strong clientele of more than 200 industries from Middle East, South East Asia, Africa and South America.

Sayona Group of Companies

Website: www.sayonagroup.com

Nature of Business: Creators and Manufacturers

Specialisation: Food colour and FMCG product

Profile: One of India's largest conglomerates with interest in Food Additives and Consumer Products, Pharmaceuticals and Chemicals, Metals and Mining, Waste Management and Recycling, Information Technology and Media, Infrastructure and Real Estate, Energy and Green Technology and Consulting and International Trade. Today, Sayona today is a leading player in environmentally sensitive areas across both domestic and international market.

Roha Dyechem Ltd

Website: www.rohadyechem.com

Nature Of Business: Colourant Manufacturer and Service Provider

Specialisation: Colours – Natural and Synthetic

Profile: The fastest growing manufacturer of natural and synthetic colours, specializing in food, beverage, paints, fertilizers, cosmetics and pharmaceutical segments. The USP is their continuous investment in ideas and personnel who will propel us towards our motto: Colouring the Future.

Ace International LLP

Website: www.aceinternational.co.in

Nature Of Business: Suppliers and Manufacturers

Specialisation: Milk powders, Whey powder, Milk powders

Profile: Established in 1990, Ace International LLP is one of the leading milk exporters in India. Besides having recorded a significant sales turnover, Ace has developed a Diverse Range of Products that has earned the company an annual sales turnover of over 1000 million. It has been awarded for its wide range of milk products and dairy alternatives.

Hexagon Nutrition Pvt Ltd

Website: www.hexagonnutrition.com

Nature Of Business: Researchers and Manufacturers of Nutrition Food

Specialisation: Food Fortification and Clinical Nutrition

Profile: Established in 1991 with a clear focus of attaining Universal Fortification Objective, the company's initial years were dedicated to applied research in micronutrient premixes and development of nutritional product. These were in line with specific formulation needs of the growing food, pharmaceutical and nutraceutical industry. And thanks to the efforts, Hexagon has since been reckoned as "The Complete Nutrition Solution Provider".

Crust n' Crumb Food Ingredients Pvt Ltd

Website: www.crustncrumb.com

Nature Of Business: Creators, Manufacturers and Suppliers

Specialisation: All kinds of bakery ingredients – premixes, improvers, colours and additives

Profile: Established in collaboration with Millbo, Italy, Crust 'n' Crumb Food is a global player in the baking and confectionary industry, specializes in developing, manufacturing and marketing of creative and innovative baking solutions to industrial bakers, commercial and craft bakers, food service companies, confectionery manufactures and flour millers.

Dynemic Product Ltd

Website: www.dynemic.com

Nature Of Business: Creator and Manufacturer

Specialisation: Food Colours

Profile: An ISO 9001:2000 & HACCP Certified Company, Dynemic Products Ltd is one of the major manufacturers and exporters in India, offering complete range of Food Colors, Lake Colors, Blended Colors, FD&C Colors and Dye Intermediates. Established by a team of directors, with expertise in every aspect of business decided to commence manufacturing of dye Intermediates, the company today boast of a manufacturing unit that can adapt to any new innovation in the range of food colours.

Ashapura Group of Companies

Website: www.ashapura.com

Nature Of Business: Manufacture and Supplier

Specialisation: Mineral based specialised product

Profile: Established in 1960 the Ashapura group is India's largest multi-mineral solutions provider. Part of Ashapura Minechem Ltd, the group is focused on moving up the value chain by developing mineral-based speciality products for various industry applications. The company started by manufacturing Bleaching Earth from Bentonite and Attapulgite, and Calcined Bauxite from Bauxite to realise higher margins.



ALLIANCE offers premium quality **Food Ingredients & Additives** for Food Industry in India. It was established in 2000 and has been in business for more than a decade with a strong presence in the **Indian market**. We are focused on a vision to be in the top **25 Food Ingredients Supplier In The World** & will achieve our mission by placing the needs of our customers first, supplying quality products & fostering continuous improvements in our people, products & processes. **Our success lies in our positive attitude.**



PRODUCT LIST :

- | | |
|---|---|
| ➤ AGAR AGAR GUM | ➤ MALIC ACID |
| ➤ ASCORBIC ACID | ➤ PECTIN |
| ➤ ASPARTAME | ➤ POTASSIUM SORBATE GRANULAR / POWDER (FOOD & PHARMA GRADE) |
| ➤ BUTYLATED HYDROXY ANISOLE (BHA) | ➤ SODIUM ALGINATE |
| ➤ CALCIUM PROPIONATE | ➤ SODIUM CMC |
| ➤ CARRAGEENAN GUM | ➤ SODIUM METABISULPHITE |
| ➤ CASEIN & CASEINATE PRODUCTS | ➤ SODIUM PROPIONATE |
| ➤ FUMARIC ACID | ➤ SODIUM STEAROYL LACTYLATE (SSL) |
| ➤ GUAR GUM – FOOD GRADE | ➤ SORBIC ACID (FOOD & PHARMA GRADE) |
| ➤ LACTATES– CALCIUM, SODIUM, POTASSIUM & OTHERS | ➤ TARTARIC ACID |
| ➤ LACTIC ACID 80%, 88%, 90% | ➤ TERTIARY BUTYL HYDRO QUINONE (TBHQ) |
| ➤ LACTIC ACID POWDER 55%, 60% | ➤ WHEAT GLUTEN |
| ➤ LACTOSE MONOHYDRATE | ➤ WHEY PROTEIN CONCEN.-70 % |
| | ➤ YEAST EXTRACT |



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E-MAIL – alliance.india@mtnl.net.in WEBSITE : www.allianceindia.co

Cover Special

Jain irrigation System Ltd

Website: www.jains.com

Nature Of Business: Machinery manufacturer and Service Provider

Specialisation: Irrigation machinery

Profile: Manufacturers of Drip and Sprinkler Irrigation Systems and Components; PVC, Polyethylene (HDPE, MDPE) & Polypropylene Piping Systems; Plastic Sheets (PVC & PC sheets); Agro Processed Products includes Dehydrated Onions and Vegetables; Processed Fruits (Purees, Concentrates & Juices); Tissue Culture, Hybrid & Grafted Plants; Greenhouses, Poly and Shade Houses; Bio-fertilizers; Green Energy includes Solar Photovoltaic (Solar lighting and appliances, Solar pumping systems), Solar water heating systems and Bio-Energy sources. They have a presence over 127 countries and 4 continents.

Piramal Healthcare

Website: www.piramalenterprises.com

Nature Of Business: Creators and Manufacturers

Specialisation: Pharmaceuticals`

Profile: A flagship company of the Piramal Group with global footprint of over 100 countries, manufacturing bases in USA, Great Britain, Sri Lanka, China and Canada and a diversified global portfolio. Recently, the UN Conference on Trade and Development's World Investment Report 2011 ranked Piramal Enterprises's CMO (contract manufacturing) business vertical as number five in the top 10 pharmaceutical contract manufacturers worldwide. Drug discovery and research is an important part of the business. Piramal Enterprises aspires to be the first Indian company to discover, develop and launch its own NCE drug in the global market. The company has more than 115 issued patents and 395 pending patent applications in several countries.

Fazlani Exports Pvt Ltd

Website: www.fazlani.com

Nature Of Business: Manufacturer and Exporter

Specialisation: Sesame seeds and spices

Profile: Part of 1927-established Sopariwala Group of Companies, Fazlani is one of the primary agents of oil-seed based products like Sesame Seed, Spices, Pulses, Ready to Eat and other agricultural produce. It currently exports to USA, Canada, Europe, Australia, Africa and host of South-East Asian Countries.

Safal

Website: www.motherdairy.com

Nature Of Business: Manufacturer and Supplier

Specialisation: Milk, Milk Products and Fresh Fruits and Vegetables

Profile: Safal, the fruit and vegetable business initiative of Mother Dairy Fruit & Vegetable Pvt. Ltd, was established by National Dairy Development Board in 1986 for undertaking integrated marketing of horticultural produce. Safal is ISO 9002: 2008 & HACCP certified, and has been one of the novel initiative engaged in procurement, processing and marketing of fresh fruits and vegetables, processed and frozen products, pulp and concentrate, neem-based agro products. The entire Procurement Network of Safal today covers over 16 states with more than 50000 Farmer Members. Safal has a prominent export presence in markets of 40 countries, including USA, Europe, Russia, Middle East, Asia and Africa. A state-of-the-art fruit processing plant of fruit handling capacity of 15,000 MT annually.

Magnil Dye Chem

Website: www.fooddyes.net

Nature Of Business: Manufacturer and Supplier

Specialisation: Food Colours

Profile: Founded in 1990, Magnil Dye Chem is recognised as a leader in its industry in India, supplying high quality food colours and dyes to many of the top companies in the food, dairy, confection, baking, beverage, cosmetics, pharmaceutical, health and snack industries. We take great pride in implementing state-of-the art technology in our manufacturing facilities and processes, and in complying with international product quality

Plant Lipids (P) Ltd

Website: www.plantlipids.com

Nature Of Business: Producers

Specialisation: Essential Oils, Spice Oleoresins and Natural Food Colours

Profile: One of the largest producers of spice oils and extracts in the world, Plant Lipids manufactures and exports essential oils, spice oleoresins, natural food colours, whole and ground sterilized spices to over 70 countries worldwide. Strict adherence to quality across processes and consistent updating of technology have been the key ingredients to Plant Lipids' remarkable success. Today, Plant Lipids caters to the demanding needs of flavour houses and food manufacturing units across the globe.

Galla Foods Ltd

Website: www.gallafoods.com

Nature Of Business: Exporter

Specialisation: Processing Tropical Fruit Purees, Concentrates and Fresh Fruits

Profile: Part of the USD 650 million Amara Raja Group, Galla's factory at the mango belt in India gives it an edge over others in processing of tropical fruit purees, concentrates and fresh fruits. Established as a local farming community empowerment initiative, Galla Foods today is a forerunner in the chosen areas of business in terms of best practices in quality and technology.

New Media Communication Pvt Ltd

Website: www.newmediacomm.com

Nature Of Business: Publishers

Specialisation: Bi-lateral trade magazine for over 125 countries

Profile: India's largest bilateral trade magazine publishing house, New Media Communication covers India's bilateral trade with over 125 countries. Established in February 2002, New Media is also into publishing niche journals like SeaPort Business and The Tourist. Ingredients Business, India's first B2B publication that covers the business of ingredients in India is one such great initiative of the company.

Keventer Agro Ltd

Website: www.keventer.com

Nature Of Business: Manufacturer and Distributor

Specialisation: Post Harvest Processing and Packaging Center for Horticulture

Profile: In 1984 Edward Keventer Ltd – a 101 year old establishment was bought over by MKJ—and Edward Keventer Ltd. became Keventer Agro Ltd. The year was 1986. Keventer Agro commenced through a franchise agreement with the food and beverage giant - PARLE to manufacture, package, distribute and market a few of its well-known brands namely FROOTI - a popular mango drink, Appy and Appy Fizz apple drinks and Bailey packaged drinking water. Today the division exports a wide range of fruit pulp, including the high in demand Alphonso and Totapuri species of mango. And is the official raw material supplier to a host of domestic and international consumers like Coke, Pepsi, Maaza, RC Cola and Frooti.

Oror Flavours & Chemicals

Website: www.ororflavours.in

Nature Of Business: Creator and Manufacturer

Specialisation: Flavours

Profile: Located in a sprawling expanse of the temple city of Madurai, Tamil Nadu, OROR caters to clients all over India and the neighboring countries, with a wide network of trade associates and dealers and has earned a strong reputation for quality over the years. OROR is a flavour blend manufacturer specialising in flavour blends, which include the traditional offerings such as Almond, American Ice Cream Soda, Apple, Banana, Butter, Capsicum, Cheese, Chocolate, Coconut, Coffee, Cola, Condensed Milk, Grape, Honey, Lemon, Mango, Milk, Orange, Peach, Peppermint, Pineapple, Pista, Raspberry, Rose, Strawberry and Vanilla.

Ready for Ready to Eat?



AFTER BEING CALLED A DEAD MARKET BY THE INDUSTRY AND MEDIA ALIKE, READY-TO-EAT FINALLY SEEM TO GET ITS FOOTING BACK ON THE RETAIL ESTATE, AND HOW! IN FACT, A RECENT STUDY BY REPORTLINKER SUGGEST THAT THE MARKET HAS NOT ONLY DOUBLED IN THE LAST TWO YEARS – THANKS TO THE SAME FACTORS THAT LED TO THE DISCOVERY OF THE SEGMENT – BUT IS ONE OF THE FEW SECTIONS OF FINISHED FOOD PRODUCTS THAT WILL SEE FURTHER INNOVATION IN THE YEARS TO COME. INGREDIENTS BUSINESS TALKS TO TWO PLAYERS – PIONEERS ITC AND NEWBIE MONAVIE – TO UNDERSTAND WHAT HAS SPURRED THE NEW INTEREST IN A MARKET THAT ONCE WAS SAID TO BE WHIMSICAL AND BADLY CONCEIVED.

The Indian ready-to-eat (RTE) and ready-to-cook (RTC) food segment has come quite far from its nascent of being a fringe alternative to home-cooked meal or dining out. Once a pronounced dead market, RTE today is a growing market with new players making their mark in the segment, especially in the breakfast section. MTR was the first to take lead, followed by Quaker that Indianised their oats offering for a wider reach and was soon joined by healthy oil maker Saffola. In fact, MonaVie, which is known for its health supplements, too has joined the bandwagon with their new breakfast offering. A heat and eat version to be precise.

So what has warranted such a positive growth to a segment, which failed its nascent stage? Incidentally, it is the same factors that led to its genesis — a fast-paced urban lifestyle, rise in nuclear family structure, an increase in disposable income and a larger number of globe-trotting Indians with an evolved and experimental palate. What however has been in the real change is of course the technological advancement in packaging and flavor science that has worked well to bring RTE and RTC foods back in focus. Of course, modern retail strategies have provided unprecedented brand and category visibility to convenience foods to help this category grow in the recent years.

In the RTE and RTC segments, and specifically in pasta, vermicelli and instant mix categories, the competitive landscape is largely dominated by 4-5 players, including MTR, Gits, ITC, Bambino, and Kohinoor Foods. Apart from focusing on the domestic market, these companies have also expanded their reach internationally in geographies with a sizeable Indian Diaspora.

On the domestic front, there is an interesting competitive dynamics emerging. With the introduction of private labels like Tasty Treat by Big Bazaar and in-store, freshly-made snack mixes, e.g. idli and dosas, modern retail presents a credible threat for branded RTE and RTC



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Acesulfame, Sodium
Saccharin

THICKNER:

Carrageenan, Konjac
Gum, Sodium
Alginate, Xanthan
Gum. Agar Sodium
Carboxymethyl
Cellulose Sodium
Benzoate, Fumaric
Acid,

VITAMIN

Ascorbic Acid
Sodium Erythorbate,
Erythorbic Acid,
Coated Ascorbic Acid,
Sodium Ascorbate,
Vitamin B6, Vitamin
B12, Vitamin 5, Folic
Acid

Dehydrated Vegetables

Dehydrated Galice
Powder, Flake,
Granular, Salted
Garlic

Proteins

Corn Starch, Soya
Protein Isolated, Soy
Dietary Fiber

Phosphates

STPP, MCP, DCP,
SAPP

Flavourings

Non-Dairy Creamer
MSG(monosodium
glutamate) I+G

Preservatives

Citric Acid, Sodium Citrate, Potassium
Citrate, Calcium Citrate
Benzoic Acid, Taurin, Inositol, Sorbic Acid,
Potassium Sorbate, Sodium Diacetate

AMINO ACID

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L-threonine, L-methionine, DL alaline,
DL methionine , L-valine, L-cystine,
L-Cysteine, L-isoleucine



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Big Story

players, who have traditionally relied upon this channel for increasing their visibility and reach.

And while pasta and instant mixes still are the retail leaders in terms of frequency of consumption, with vermicelli taking a relatively lesser share of wallet, there are newer trends emerging every now and then in the market. Organic ready to eat, for instance. We get industry pioneers to talk to us and give their view on the market and more. Interview excerpts of V L Rajesh, Executive Vice President and Head of Marketing, Foods Division, ITC Limited, Rajlingam, President, South Asia, MonaVie and Seema Jindal Jajodia, Owner, Nourish Organic. ♦



“Premium ingredients and trans fat-free is in”

VL RAJESH, EXECUTIVE VICE PRESIDENT AND HEAD OF MARKETING, FOODS DIVISION, ITC LIMITED, SPEAKS TO US ON THE INNOVATION THAT HAS MADE READY-TO-EAT OPTIONS NOT ONLY CONVENIENT BUT O HEALTHIER AND TASTY ALTERNATIVES

THE READY TO EAT SEGMENT WAS WRITTEN DOWN BY BOTH THE INDUSTRY AND MEDIA A FEW YEARS AGO. WHERE DOES THE MARKET STAND TODAY?

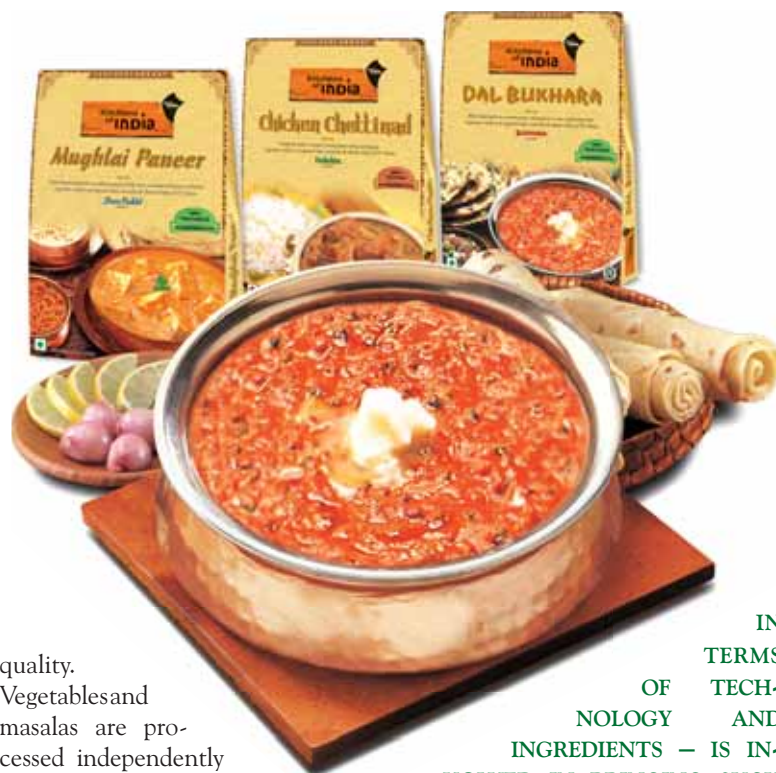
The market has not been a let-down at all. We have always been of the opinion that this market will grow, but the growth will take time. Niche product categories like these take time to develop and then hit an

inflection point wherein they take off exponentially as adoption rates accelerate.

I agree that there has been a lull in the market, which is slowly, but surely, dissipating. This confidence is partly because of rosy projections by various parties, the growth in the market has not been in line with these projections. The market is growing at 20% today.

ELABORATE PROCESS GOES INTO THE DEVELOPMENT OF AN RTE PRODUCT.

Ready to Eat products are made in ITC through a combination of expertise of the master chefs from our hotels division and then through a state of the art automated line. The big secret is in maintaining recipe integrity while at the same time ensuring world class standards of hygiene and



quality. Vegetables and masalas are processed independently and brought together in final stages of cooking. Batch consistency is ensured through a combination of tasting panels and scientific tests developed by ITC which have deconstructed the cooking process into measurable steps.

Filling and packing is done through the latest equipment. A key feature of ITC's RTE products, Kitchens of India and Aashirvaad Ready Meals, is that they are "retorted products" meaning they are cooked in a very controlled way through a retort while ensuring absolutely no additives are added.

WITH THE HEALTH MARKET ON THE RISE, HOW DO YOU THINK THE MARKET WILL CHANGE?

The health movement in foods in India is just beginning to gather steam. ITC's RTE products offer traditional foods cooked and packed to the highest standards of hygiene and quality. In addition, they contain no preservatives or synthetic flavours or additives of any sort, which makes them safe and conducive for the immune system.

WHAT FORM OF INNOVATION –

IN TERMS OF TECHNOLOGY AND INGREDIENTS – IS INVOLVED IN BRINGING SUCH FINE PRODUCT?

The ingenuity of our products is in its primary ingredients. We, at ITC, source the best raw material, whether they are spices, pulses or vegetables. These are treated in a manner such that the natural taste and flavour are preserved while at the same time being cleaned thoroughly. What adds to the superior taste is the standardization of the recipes that have gone through millions of trial and error session before being perfected by our master chefs. This is something only ITC has and is critical in ensuring that the products are un-paralled in taste and organoleptic experience. The retorting process also ensures that there's no flavour lost, which is unique to our product. And finally we have a 100% batch check to ensure that all products meet ITC's quality and safety standards before being shipped out for retail or export.

IN TERMS OF INGREDIENTS, WHAT HAS BEEN THE BIGGEST DRIVING FACTOR IN RE-POPULARISING RTE MEALS?

None of the above. ITC's RTE

products are completely natural and have none of the above substances. And to top it all we guarantee a 3-year shelf life for all our products. This is because our processes ensure that the product and packaging stays in its pristine form for at least 3-years through innovation in our packaging and such.

WHAT HAVE BEEN THE BIGGEST INNOVATIONS IN THE FIELD OF READY TO EATS?

Due to the technologies available today, it is possible to cook and pack any type of dish in the Ready To Eat form. Consider this – by investing in and deploying the latest technologies in the field, ITC has been able to launch gourmet products from our speciality restaurants without affecting taste or quality. The famed Dal Bukhara in a retort pack? That's innovation.

A parallel movement is beginning to happen in frozen food, but is constrained by infrastructure and power shortages.

WHAT HAS BEEN THE BIG CHALLENGE OF THE RTE MARKET?

The big stumbling block in the growth of RTE has been misconceptions about the addition of preservatives and the like. ITC's RTE products are completely free of any artificial additives. They are 100% natural. And like stated before, they reach the consumer in pristine form (which is difficult to do even in home cooked food) because of the deployment of the latest technologies.

All our products are 100% checked for microbiological infestation making them the safest foods to eat in this country. MB infestation is also what makes food spoil at home, when left for some time. Our products are 100% free of any such infestation. Also, all our products are trans-fat free, which is the second biggest health scare addressed. ♦

“Variation and health has been the key”

RAJ LINGAM, PRESIDENT, SOUTH ASIA, MONA VIE, ON HOW THE USE OF ACAI BERRY IS CHANGING THE FACE OF READY TO EAT, ESPECIALLY IN THE BREAKFAST OFFERING

WHAT WILL BE THE DRIVING FORCE BEHIND RTE MARKET IN THE YEARS TO COME?

Ready To Eat market is one of the rapidly growing markets and that is why MonaVie has decided to enter this segment. According to ASSOCHAM, India's packaged food industry is growing at a compound annual growth rate (CAGR) of about 15 to 20 per cent annually, and is likely to touch \$30 billion by 2015 from the current level of \$15 billion. The changing urban lifestyle

is primarily fuelling the rapid growth of the ready to eat meal market. Many consumers in metros lead time-pressured lifestyles and have less time available for formal meals, as a result of which the demand for products which can be eaten on the go remains high.

In addition to this, India is increasingly facing many lifestyle related health problems. The growing health concerns and awareness of the same among consumers has caused a potential increase in new health and wellness brands emerging into the market. With MonaVie ONE Ready-to-eat Oatmeal, we aim to offer our customers a healthy choice while leading a time-pressure and mobile lifestyle.

TELL US MORE ABOUT THE TECHNOLOGY USED TO BRING OUT MONA VIE ONE?

Primarily, MonaVie ONE is not just yet another 'me too' Oat Meal. MonaVie ONE is heat and Eat category, not Ready to Cook category. MonaVie ONE is precooked and preserved with the Technology invented by the Defense Research Labs of India, which is being employed by many in many a products primarily Indian dishes. It is an oats preparation that is fortified with Black Gram, Bengal Gram, Green Peas, Onion, Tomato, Carrot, Green Chilly, Ginger, Mustard Lemon Juice

Coconut gratings, Curry Leaves and Acai Berry. All of the above except the Acai Berry, could be found in Traditional Indian Cuisine like an Upma or Khichdi. Acai Berry is added to facilitate the food with antioxidants and also our Philosophy. Most conventional Oat Meals are Ready to Cook Oats that may or may not carry the taste of the conventional recipe, especially in terms of flavour. This is well preserved in our offering. Besides, MonaVie ONE is 300 grams serving size, which is ideal for a healthy breakfast. Of course, the usage depends on the decision of an individual. We are aware that the recommended 4-5 grams of Beta Glucan is available from 100 grams of Oats and hence the serving size of 300 grams. Variety and moderation is the key to MonaVie ONE.

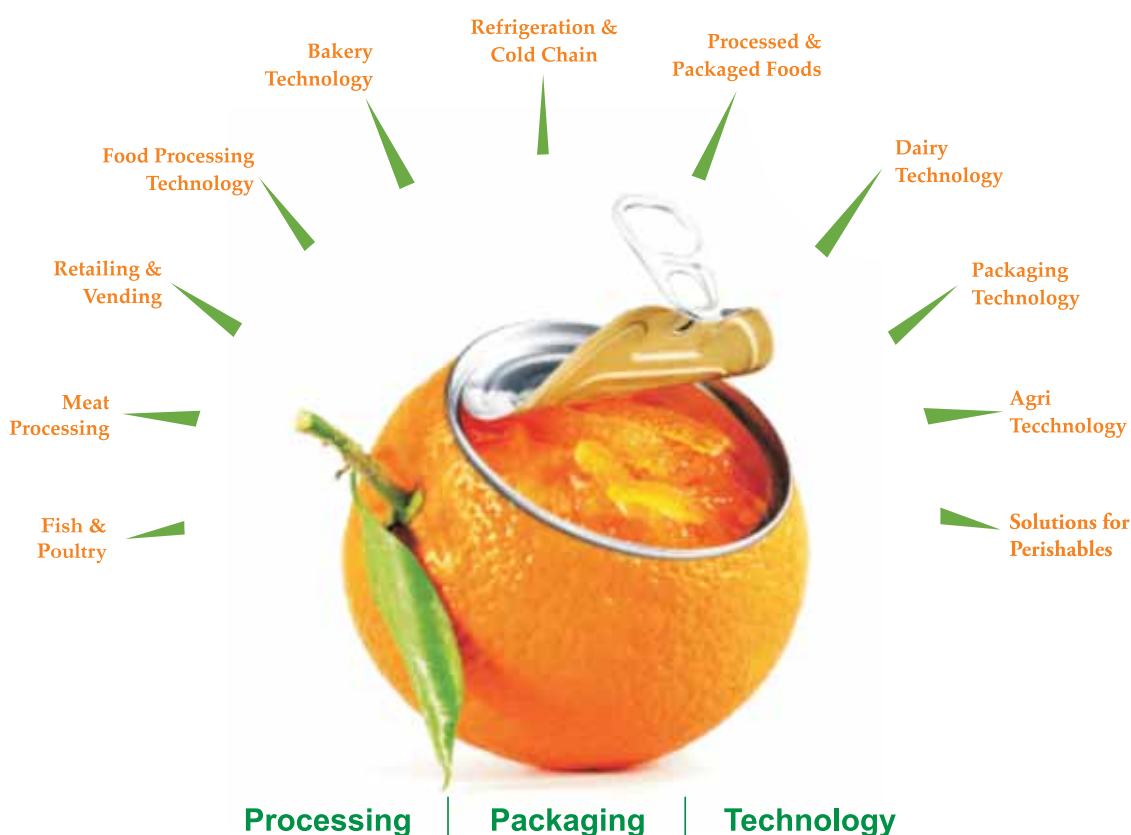
WHAT WAS THE IDEA BEHIND USING ACAI TO FORTIFY THE MEAL?

Acai Berry is the 'fruit of philosophy' for MonaVie. Rich in antioxidants, especially phytonutrients, the Acai Berry plays a vital role in enhancing the flavor and nutritional value of any product, including RTEs. AcaVie, the reconstituted blend of Acai Berry and Jucara Fruits and the trademarked Acai richness called Enlivenox from MonaVie makes the MonaVie Acai based products almost 10 times more potent in terms of ORAC (Oxygen Radical Absor-





Confederation of Indian Industry



Foodpro[®] 2013

The 10th Indian Food Processing & Food Technology Fair

Date: 30th August to 1st September 2013 | **Venue :** Chennai Trade Centre, Chennai | **Timing :** 10.00 Hrs to 18.00 Hrs.

Foodpro 2013 - Highlights

- 3 Day International Exhibition
- 200+ Exhibitors, 5000+ Business Visitors, 25000+ Trade Visitors
- B2B Meetings
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- Participation from various sector based Association
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Big Story



bance Capacity) as compared to conventional Acai.

The ORAC (Oxygen Radical Absorbance Capacity) unit, ORAC value, or ORAC score is a method of measuring the antioxidant capacity of different foods and supplements. Foods that contain high ORAC value are said

to minimize the oxidative damage in our body. The Açaí berry, boasts of the highest ORAC rating of any food, providing 18,400 ORAC units per 100 grams.

WHAT HAS BEEN THE RESPONSE IN INDIA SO FAR?

Being complete in terms of

nutritional value, fortified with black and Bengal gram, vegetables, coconut and Acai fruit powder, MonaVie ONE Oatmeal has been well received in the Indian Markets for its flexibility to be consumed the way the customer wishes. It could fit in to the breakfast category as well as a perfect meal replacement for enhanced wellness.

DOES MONAVIE PLAN TO LAUNCH MORE PRODUCTS IN THIS CATEGORY?

Currently, MonaVie India Research Wing is working on an array of ONE variants with wheat, corn and rice and more that would fit in to the dietary habits of Indian population and we are also planning to come out with taste variants to suit the wide requirement of India as a subcontinent. ♦

“It’s time to go chemical-free and natural”

ORGANIC FOODS MAY BE THE BUZZ WORD, AND UNDERSTANDABLY SO. FROM FRESH FRUIT AND VEGETABLES TO GRAINS TO READY TO EAT! SEEMA JINDAL JAJODIA, OWNER NOURISH ORGANIC, TALKS HOW ORGANIC IS SLOWLY BUT SURELY TAKING OVER THE MARKET – AND THE LITTLE CHALLENGES



WHAT WAS THE IDEA BEHIND NOURISH ORGANIC STARTING ITS OWN READY TO EAT?

Nourish Organic was conceived a few years ago with an aim to offer ready to eat organic foods, which are high on quality and provide tremendous health benefits. The objective was to provide people with right food choices. No tedious cooking, peeling or roasting! There is an array of ready-to-eat snacks that can work for a person’s composition

at all times, even while on-the-go. Of course, what added to the initiative was a growing market for health and natural product. And organic foods meet both the necessity well, without any compromise on taste or health.

GIVE US AN OVERVIEW OF THE ORGANIC FOODS MARKET IN INDIA?

The market for organic food is extremely nascent in India, with only a few active brands. Even in the urban area, the penetration is abysmally low. However, glocalisation, lifestyle illness and a rising awareness about healthy eating is slowly changing the market. The estimated market size of organic fruits and dairy products at present is US\$ 80 million and US\$ 20 million respectively. In India, the market of organic fruits and dairy products are expected to grow at a CAGR of 13-14% and 10-11% respectively over the period of next five to six years

A recent research from Stanford University claimed that there is "little evidence of healthier benefits from organic food over those grown conventionally." Your opinion

As an organic brand, we have never claimed that our products are high on any form of nutrient than what the nature has provided. Our USP is that all our products are chemical and synthetic additives free- making it a safe for consumption even for toddlers. In fact, we, at Nourish Organics, pride ourselves for bringing out Ready To Eat offerings that are truly natural, and thus good for the body. In fact, it's our no chemical policy that gives our products a wider appeal.

WHAT ARE THE CHALLENGES OF ORGANIC FOOD MARKET?

Apart from the procurement hassle, one of the major roadblocks for any organic company setting shop in In-

dia is the cauldron of rules and regulations and the long winding process of audit and certification. The number of documents and evidences that a company has to submit during audit of organic certification is itself a deterring factor. It is the same for procuring approval of plant layout and getting licenses from different government.

Of course the fact that in India very few farmers and NGOs are producing organic-certified commodities/Ingredients, which makes sourcing of primary ingredients, expensive. As a result, much against our wishes, organic foods, and this includes the ready to eat offerings, are often high priced and less popular.

YET, THE RANGE OF READY-TO-EAT ORGANIC SNACKS IS AS VAST IN ITS CHOICE AS THOSE IN THE CONVENTIONAL SEGMENT. WHAT KIND OF TECHNOLOGY HAS HELPED BRING ABOUT THE CHANGE?

As of now, given the less quantity of food processed, the use of traditional method suffices, except for packaging of the product- where we use the same innovation as used by conventional products. The drying of grains, for instance, even today is done under natural sunlight. However, for other aspect of our products, the technology usage is customized as per the requirement. There is no doubt that we need better equipments for drying of raw ingredients in. There is an imperative need of a change in the logistics and transportation facilities to allow better products to reach the market.

TELL US ABOUT THE INGREDIENTS ARE USED IN MAKING YOUR PRODUCT?

What separates us from the conventional range is that we use none of their production technology. None of our products use irradiation,

industrial solvents or chemical food additives! Our formulations are made by using ingredients, especially those that are rich in omega 3 and omega 6 fatty acid high in fiber, natural vitamins, fructose, etc. Healthy foods are effective in reducing cholesterol, reduce atherosclerosis and risk of stroke, help control glucose, halt progression of osteoporosis, and reduce the risk of infections, cancer, and that is what is kept in mind before procuring new ingredients. Some of our successful formulations have been using apples, garlic, ginger, nuts, oats, olive oil, sunflower and flax seed.

Most of our recipes are standardised, but given that most of our products are natural, every season demands that we re-look at the recipe once again. So in that sense most of our products are customised! As an added precaution, our products are thoroughly analyzed by health experts before it reaches the market. Over a period of time, we have discovered that most of our products are richer in vitamin C, magnesium, iron and phosphorous, when compared to conventional foods. ♦

Savory Flavour Ingredients

An Opportunity in the Gulf

SAVORY FLAVOUR INGREDIENTS ARE VITAL IN GIVING MANY FOODS, SUCH AS SOUPS, SAUCES, GRAVIES, READY-MEALS, PROCESSED MEATS, AND SALTY SNACKS, THEIR CHARACTERISTIC FLAVOR. WITHOUT ADDED FLAVOR INGREDIENTS, PROCESSED SAVORY FOODS LACK TASTE AND WOULD BE UNAPPEALING TO CONSUMERS. THE KEY INGREDIENTS USED TO GIVE AN ATTRACTIVE FLAVOUR PROFILE TO SAVORY FOODS ARE: YEAST EXTRACT, HYDROLYSED VEGETABLE, OR ANIMAL, PROTEIN, MONOSODIUM GLUTAMATE (MSG) AND RIBONUCLEOTIDES: DISODIUM INOSINATE AND DISODIUM GUANYLATE. COMBINATIONS OF TWO, OR MORE, OF THESE FLAVOR INGREDIENTS ARE FREQUENTLY USED IN SEASONING BLENDS. A RECENT GLOBAL STUDY BY GIRACT HAS SHOWN THAT WORLDWIDE THE MARKET FOR THESE INGREDIENTS IS VALUED AT MORE THAN \$ 7.5 BILLION ANNUALLY.



Savory, or umami, flavor is one of the basic human taste sensations detected in the mouth; the others being sweet, sour, salty, and bitter. Umami taste is due to the action of L-glutamate on receptors on the tongue. This sensation in the mouth, combined with the odour of the food, gives an agreeable savory flavor sensation when the food is consumed.

Yeast extract, hydrolysed vegetable protein or combinations of both are frequently used to give create meaty or cheesy flavor notes. These ingredients can even be used to give a meaty character to vegetarian food if so desired. Monosodium glutamate provides neutral umami taste and enhances the savory character of food. Ribonucleotides do not themselves give umami flavor, but are very effective in boosting the effect of glutamate, so enhancing savory flavor characteristics.

For many years monosodium glutamate has been used as a cost-effective means to boost the savory flavor of processed foods. However, more recently there has been strong pressure from consumer groups in many markets across the world, fuelled by adverse comment in the popular press, to reduce, or eliminate, added monosodium glutamate from food. Despite the fact that glutamate is a natural component of many foods, human breast milk is particularly

rich in glutamate, and that it is widely used in Asian foods; monosodium glutamate has become a target for criticism and has been linked to various digestive and nervous disorders. While there is little evidence to support these claims, food producers are bowing to pressure and reducing or eliminating MSG from many foods. The race is on in many markets to find alternatives which deliver the desired flavor profile at an acceptable cost.

YOUNG POPULATIONS & CHANGING EATING HABITS

Gulf States have young and fast growing populations. In Saudi Arabia the average age of the population is only 25 years. In United Arab Emirates annual population growth is more than 3%. Comparing these figures to those for Western Europe, where the average age of the population is over 40 years and population growth is below 0.2% p.a., or the USA, where the average age is 37 years and population growth around 0.8% p.a.; it

is easy to understand why the Gulf States offer so much potential.

Traditionally much of the food consumed in the Gulf States has been home-made and, as a result, demand for savory flavor ingredients in the region has been rather limited. However, this is changing. Busy consumers in the Gulf States, like those elsewhere in the world, no longer want to spend so much time in preparing food and either buy more packaged food or eat out in restaurants, fuelling demand for processed foods and therefore for food ingredients.

Young consumers have different eating habits to those of their parent's generation. In particular, this group includes the major purchasers of snack foods, such as potato chips, corn chips, or extruded and puffed savory snacks. These products usually contain savory ingredients, especially monosodium glutamate and ribonucleotides, which form an important part of the seasoning blends used in savory snacks.

WHICH INGREDIENTS?

In Giract's new study of the market for savory flavor ingredients across Turkey, the Middle-East and key counties in Africa, a number of important conclusions have emerged.

GIRACT EXCLUSIVE

Special Report

Monosodium glutamate remains an important savory flavor ingredient, but other ingredients are now increasingly used. The key question is how ingredient use across the region, including that in the Gulf States, will evolve in the future. Which ingredients will become important and which will decline in use?

In Saudi Arabia, Giract found a fast evolving market, with combinations of ingredients increasingly being used. Monosodium glutamate, often in combination with nucleotides, is still found in soups, stocks, noodles, snacks and seasonings. However, the market is changing and is growing rapidly, presenting a tempting prospect for ingredient suppliers and food manufacturers.

The market for processed foods, such as ready-meals, bouillons, sauces, and seasonings is growing quickly in United Arab Emirates too. International food manufacturers, such as Nestlé and Unilever, have important positions in the market but local producers, such as Gulf Food, also have an important role to play.

Much of the food consumed in the Gulf States is, of course, imported. Saudi Arabia is the region's largest importer accounting for 63% of total food imports in the region. The food market in United Arab Emirates is smaller but, here again, imports are very important with 75% of all food being imported. Thus, while local tastes are important, the use of savory

ingredients in foods sold in the region is strongly influenced by importers.

As major importers of food ingredients and finished food products, Gulf States rely on other parts of the world for supply of savory food ingredients. These ingredients are not produced locally. Which region of the world and which ingredient suppliers will take the lead in supplying the Gulf States and how will the markets develop? Will it be local taste preferences that dominate, or will the Gulf States take their lead from other parts of the world?

Eating habits and ingredient use are evolving elsewhere too. Giract found that yeast extract use is still increasing in Western Europe. Monosodium glutamate is increasingly under pressure in the region but remains quite widely used. In the US, hydrolysed vegetable protein is often used. Here too monosodium glutamate is still in use.

Asia produces and consumes more than 90% of the world's monosodium glutamate, a total in excess of 3 million tons. It is also the region of the world with the highest consumption of ribonucleotides. The amounts of other savory flavor ingredients consumed in Asia may seem small compared to monosodium glutamate but consumption of yeast extract and hydrolysed vegetable protein are increasing quickly as habits change. In parts of Asia hydrolysed animal protein is also

popular. However, use is restricted in countries where halal or vegetarian food standards are important.

THE GULF, A REGION OF OPPORTUNITY

The Gulf States offer food producers and ingredient suppliers an attractive combination of growing economies, a young and dynamic population, and a developing food industry.

Giract's study has identified the trends which are influencing the use of savory flavor ingredients worldwide. Factors such as a desire for all-natural foods need to be balanced against traditional taste preferences, and affordability for the end-consumer. Which will win-out in the end?

Giract believes that the Gulf States offer food producers and ingredient suppliers an attractive growing market. Ingredient suppliers have the opportunity to influence development of savory markets in the region. Will it be Chinese, or other Asian, suppliers who seize the opportunity, or can the established players in Western Europe and the America's still take their share of growing demand in the region? Giract's believes that the key question which ingredient suppliers should be asking is: how can my business benefit from the growing opportunities in the Gulf States? Giract's study clearly shows that the opportunities are there for suppliers who approach the challenge in the right way.

GIRACT (www.giract.com), based in Geneva, Switzerland, is the leading transnational business research & consultancy organization specialising in food ingredients, additives and related fine chemicals and technologies. Giract has consultants located around the globe to provide in-depth understanding of the widely differing food cultures and ingredient solutions in Europe, the Americas, the Middle-East, Africa and Asia. ♦



The Perfect Topping

IT WAS BACK IN THE EARLY 1940s WHEN SOY FIRST CAME INTO THE FOREFRONT OF NUTRITION – IT WAS CALLED THE MAGICAL INGREDIENT CAPABLE OF SPIRALING INNOVATIVE PRODUCTS. A TURN OF THE CENTURY LATER, WITH LACTASE BECOMING INTOLERANT AND MARKETS LOOKING AT BETTER ALTERNATIVES, IT'S STILL REMAINS THE BEST INNOVATION THAT HAS BEEN DISCOVERED.

BUT WHAT MAKES 'SOY' SUCH GOOD AN ALTERNATIVE AND WHAT'S NEXT IN THE PIPELINE. **INGREDIENTS BUSINESS** TALKS TO PIONEERS IN NON-DAIRY PRODUCTS, RICH GRAVISS PRODUCTS PVT LTD TO KNOW WHAT DOES THE FUTURE OF THE NON-DAIRY INNOVATION REALLY HOLD

Circa 1945: Rich Product Corporation makes a successful transition. From selling dairy, the company takes a U-turn and begins manufacturing perhaps the world's first soya-based non-dairy whipped cream. The idea was to harness the innovative potential of Soy. Such was the success that the company in years following brought out more

revolutionary products like crème puffs, frozen éclairs and another household name called Coffee Rich. Today, some eight decades later, the company has a complete range of non-dairy products that makes dairy products – quite an unnecessary proposition. What makes Soy such a magical ingredient? What is the future of non-dairy products, and the



Looking Ahead



innovations that would once again change the face of how toppings are perceived? We turn to Pankaj Chaturvedi, Executive Director and CEO, Rich Graviss Products Pvt Ltd to find some of these answers, and a few more. Excerpts from the interview:

WHAT MADE YOU CHOSE THE NON DAIRY SEGMENT OF TOPPINGS?

Going back to 1945, a team was directed to search for a vegetable-based replacement for whipped cream that is derived from a new source – the soya bean. During the development it was discovered that the soya bean substance can be frozen, thawed and whipped. The new product, Rich's Whip Topping, the non dairy topping then revolutionized the food processing and opened up a whole new world of non dairy products to the growing frozen food industry thereby serving as the springboard for a series of groundbreaking, non dairy products hence came the decision of choosing the non dairy segment of toppings.

Non-dairy foods appeal to a large consumer audience. These days, health condition has become an important object and has a great concern for many people. One of the major health problems which

people suffer is Lactose intolerance. Lactose is a milk sugar contained in most dairy products. Little kids are less likely to have lactose intolerance but many people eventually become lactose intolerant in adulthood. Lactose tends to increase with age, affecting the fastest growing segment of our society. Safety of our customers is always our number one priority; hence one of our reason of getting into non dairy market. The Indian market has its unique habits and preference but we believe that the customer ultimately wants great products with the key parameters being taste, wellness, safety, quality and brand. While dairy is great and will continue to have its market, there is no reason for us to believe that the Indian consumer is resistant to new concepts especially if we are careful enough to satisfy the parameters which he or she uses to determine choice.

NON-DAIRY PRODUCTS ARE A FAST EVOLVING MARKET ELSEWHERE. WHAT HAS BEEN THE SCENE IN INDIA?

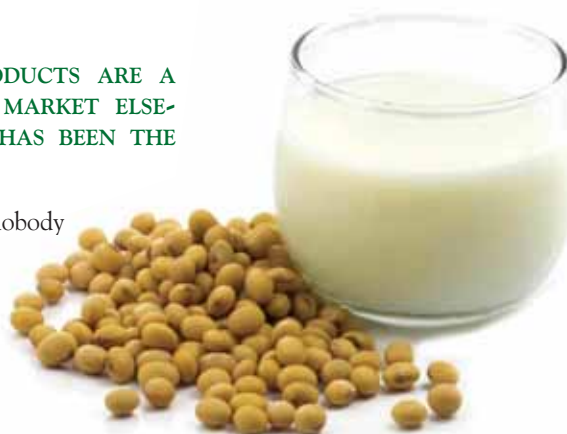
Circa 1996, when nobody believed that creams can be non-dairy, Rich through its endeavor to cater to

the customer needs of quality, consistency, availability and taste has revolutionized the market needs with its first non-dairy topping offering. Today, though non-dairy products aren't that popular they are an acceptable segment.

The Indian market has its unique habits and preferences, but given the customer's ultimately search for great products – with the key parameters being taste, wellness, safety, quality and brand – we have reasons to believe that we would succeed eventually. While dairy products have its own lure, there is little reason for us to believe (especially given our success) that the Indian consumer is resistant to new concepts especially if we are careful enough to satisfy the parameters which he/she uses to determine choice.

WHAT ARE THE CHALLENGES OF INTRODUCING A NON-DAIRY PRODUCT IN INDIA?

When it comes to non-dairy products, the Indian market is quiet small when compared to the global scenario. Regulations in India have their own challenges and there is no clarity at times, on certain products-- and that becomes the real issue. There are some forums, which are pushing Soya products to the government with agenda that it should abolish VAT on these products. However, it still has to be



accepted and amendments made.

More than acceptability, the challenges are in form of rising oil prices and diminishing profit margins, logistics, packaging and transportation. India still needs a lot of learning from international market. Though India as a country is faced with infrastructure issues in the cold chain sector, our success over the past two decades is testimony to the fact that there is still scope for new products in the market.

TELL US MORE ABOUT THE NON-DAIRY INNOVATION, ESPECIALLY WITH REGARDS TO YOUR COOKING CREAM AND TOPPINGS.

Our cooking cream is a specially engineered product which replicates all the properties of a fresh dairy cream and yet guarantees the user a high degree of quality, consistency and flexibility to work with in their kitchen. It has multiple applications and does not require any different handling than conventional

dairy. We generally design all our products with an aim to replacing functionalities as well as sensory aspects of dairy without enforcing any special instructions/handling skills etc on the user – the idea is to allow a person to move from one to the other smoothly. Different products in our emulsions portfolio are engineered for different market conditions, cuisines, applications, taste profiles and regulations but the overriding principle is in innovation which makes itself useful.

A GENERAL ISSUE WITH SUCH PRODUCTS IS THE HEAVY USE OF MASKING AGENTS. IN A MARKET THAT IS DRIVEN BY TASTE, HOW DO YOU ENSURE THAT YOUR PRODUCTS ARE ON PAR WITH THE NATURAL OCCURRING PRODUCT – MILK?

Rich Whip Topping and Rich Cooking Cream is a type of fat emulsion made with non dairy fat (vegetable fat) while milk is a naturally found fat emulsion produced with dairy

fat. We add emulsifiers' and stabilizers (proteins) at very low levels to stabilize the emulsion just as milk is naturally stabilized by milk proteins (caseins). We also occasionally add flavours and milk solids to enhance the dairy note. We do not add enzymes in our product. Hence we can effectively claim that the quality of our product is similar or on par with milk, the only difference being the source of fat.

TELL US ABOUT YOUR EXPANSION PLANS. DOES RICH PLAN TO HAVE NEW PRODUCTS FOR THE HEALTH AND LIFESTYLE SEGMENT AS WELL?

We have already set up and commissioned our second manufacturing plant at Kala Amb, Himachal Pradesh, seeing the growth in the country. There is a huge opportunity for growth in tier-2 and tier 3 towns. Rich's future expansion has mapped many small towns. Going forward, the number will grow manifold as we see great potential in these towns.





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Looking Ahead



There is a latent demand for healthy/good products in all food categories and the cakes/ pastries /bakery segment is no different. If one sees the sugar free sector, the consumer today avails a sugar replacement not a sugar free product. Ironically bakery, sweet products and frozen desserts don't go well with the thought of health and wellness. However, there have been very few solutions which enable chefs to create products for their end customers. The launch of our sugar free cream is an extension of our commitment to providing our customers with solutions to satisfy the demands of the market. We have launched Rich's Premium Choco, a range of dark, milk and white compound chocolate in October 2012, nationally for industrial use meeting the changing trends of the chocolate industry in India. We will naturally look at expanding our footprint into the newer markets and also widen the customer base by looking at the cross functional needs and applications of our products.

ARE THERE ANY PLANS FOR BRINGING OUT NEW PRODUCTS TO TAP THE READY-TO-EAT MEALS AND READY-TO-DRINK MARKET ?

There are many product lines or

segment that Rich Graviss could get into and would like to get into. There are several food products that the market consumes. Some of the food products have very peculiar infrastructure requirements or peculiar sourcing needs, such as ready-to-eat / ready to drink segment.

We will not enter into a segment just to expand our portfolio. If we look at it from a business point, we will have to settle the whole infrastructure. Wherever such peculiarities, it will be difficult to enter if there is no synergy with what we are doing. Besides this, entry into a new segment means additional investment for the company. We are not saying that we will not enter into RTE/RTD segment, if opportunities arise in future, we would surely like to explore it.

GOING ALL NATURAL IS A RECENT PHENOMENON, BUT WITH RICH, THIS HAS BEEN A PART OF ITS PORTFOLIO FOR A LONG TIME. HAVE THERE BEEN NEW INGREDIENTS THAT HAVE VALUE ADDED TO YOUR PRODUCT?

There is a latent demand for healthy products in all food categories and the cakes, pastries, bakery segment is no different. Ironically, bakery, sweet products and frozen desserts

don't go well with the thought of health and wellness. However, there have been very few solutions which enable chefs to create products for their end customers. Hence looking at the demand, Rich's launched Sugar Free cream which was a milestone for us and an extension of our commitment to providing our customers with solutions to satisfy the demands of the market.

Rich's Production quality control insures excellence from the first package to the last. How long our dairy free products last after they have been opened depend on a number of factors. Such factors would be how long they may have been left out of the refrigerator, how many times someone put a utensil in them, was the utensil contaminated (i.e. did someone lick the spoon or knife), how many times the product was reused, etc. Normally, depending on the circumstances and if not too badly abused, the product should still last for many weeks if not month or two after first opening. One just has to monitor it like one would any other refrigerated perishable product and be guided by one's own personal observation and caution. ♦



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Trending

Blending Antioxidants

*IN A TIME WHEN 'FORM FREE' HAS BECOME THE ORDER OF THE DAY, WHAT KIND OF FUTURE DOES FOOD ADDITIVES, AND THOSE IN THE BUSINESS OF FOOD ADDITIVES, REALLY HAVE? THE WORD ON THE BLOCK IS FOR NATURAL ANTIOXIDANT, GIVEN THE HIGH PRICES THAT MAKING OF SUCH ADDITIVES WARRANT. HERE'S WHAT ONE OF THE LEADING MARKET ANALYSTS, FROST&SULLIVAN HAVE TO SAY ABOUT THE MOST INNOVATIVE SEGMENT OF THE INGREDIENTS SEGMENT. AN **INGREDIENTS BUSINESS** REPRESENTATION.*

Revenues generated by natural antioxidants in the European shelf-life extension food additives market are set to exceed those of synthetic equivalents, mainly due to the rising consumer preference for natural ingredients in food products. A new trend has emerged, however, due to spiralling commodity prices and raw material shortage. Manu-

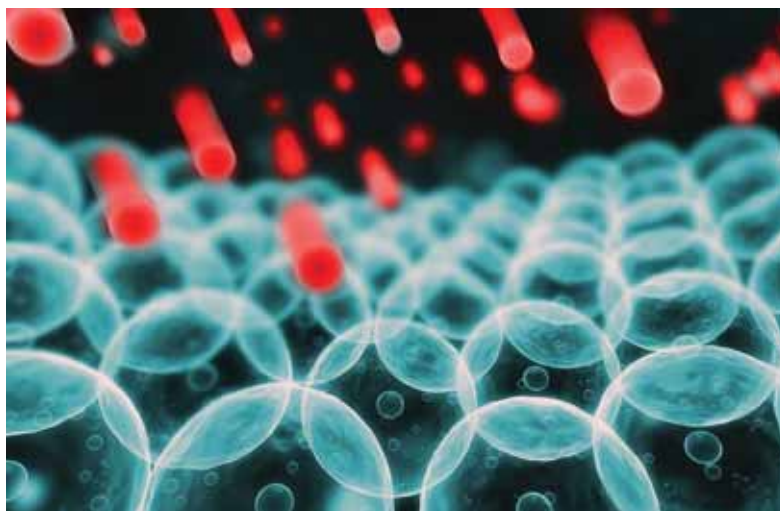
facturers have now started to blend different antioxidants to minimize cost. But will this hold the manufacturers, and users, of food additives in good stead? New analysis from Frost & Sullivan released at the end of 2012 forecasted that the market to more than double in coming years, from revenues of \$103.6 million in 2011 to \$246.1 million in 2018.

The research covers natural antioxidants including vitamin E (mixed tocopherols) and herbal extracts (rosemary extract) as well as synthetic antioxidants such as hindered phenols, butylated hydroxyanisole (BHA), butylated hydroxytoluene (BHT), tertiary butyl hydroquinone (TBHQ), gallates (propyl gallates), and ascorbyl palmitate.

What added to the study credence was the consumer's ever changing perception that natural products are healthy. This has underlined the significant shift toward the use of more natural antioxidants such as mixed tocopherols (Vitamin E) and rosemary extracts, rather than their mimicked synthetic twins.

And while there is no denying that going 'natural' is the most recommended, rising cost of materials and its perpetual shortage has been a deterrent factor. Result: the trend of blending different antioxidants is gaining appeal. Blending allows suppliers to partially replace natural antioxidants- and that without affecting the end product. The process allows blending rosemary extracts with those of mixed tocopherols and ascorbyl palmitate, which is synthetic to get a new food additive. Also, blending antioxidants provides a lesser expensive product of equal quality and efficacy.

Raw materials needed to manufacture antioxidants are scarce, which affects the natural Vitamin E segment. The reduced volume production of mixed tocopherols, results in a prevalence of alternate sources due to price increases. One way of dealing with the shortage, say F&S experts is vertical integration. Strategic partnerships and alliances with raw material suppliers too are vital to gain market share, especially



in the natural shelf-life extension food additives market.

THE INDIAN PERSPECTIVE

But how does the Blending Antioxidant fare when it comes to the Indian subcontinent? While food technologists are convinced of it being an easy-to-adopt model in the country too, F&S experts believe it is the right time to head given the rising market of food additives in India. And here are their reasons as to why India should move faster into the zone:

- The Indian food additives market has witnessed an increased growth rate of 12.5 percent over the past three years primarily due to changing product types, consumer preferences, and the

government's supportive steps in promoting the food processing industry.

- Flavours today account for 47 percent of the total food additives market. Although sweeteners contribute the least in this category, their contribution is poised to increase considerably during the forecast period, with a growth rate of 22.5 percent. The growth rates for natural colours and emulsifiers are considerably high compared to their synthetic counterparts.
- As global multinational companies are focusing on the emerging Indian market, competition and innovation in product quality and product line have increased, with a focus on nature-derived additives.
- The key challenges the industry faces are the raw material sourcing, the lack of a centralized supply chain system, stringent regulatory hurdles that prevent the introduction of certain new products in the market, and the lack of cold chain logistic facilities at the food processing end.
- Market consolidation is as high as 85–90 percent in flavours and as low as 40 percent in preservatives. For most of the other segments, market concentration is around 70 percent. ♦



The Skill Deal

KNOWN AS THE FRUIT AND VEGETABLE BASKET OF THE WORLD, INDIA RANKS SECOND IN PRODUCTION IN THE WORLD, AFTER CHINA. AND THIS INCLUDES OUR CAPACITIES OF PRODUCTION, GROWTH, CONSUMPTION, AND EXPORT. HOWEVER, THE INDUSTRY, IN SPITE ITS POTENTIAL SUFFERS FROM NOT ONLY BAD INFRASTRUCTURE, WHICH IS ESSENTIAL TO REDUCE WASTAGE AND ENHANCING THE SHELF LIFE OF ANY FARM PRODUCT, BUT ALSO A LACK OF SKILLED HANDS. CAN PPP (PRIVATE PUBLIC PARTNERSHIP) BE THE ANSWER TO THE ISSUES? AN ANALYSIS BY PRABODH HALDE, HEAD TECHNICAL REGULATORY AFFAIRS, MARICO LIMITED

Annually, about 35% of the total fruits and vegetables produced in India is wasted, due to poor storage facility, amounting to a revenue loss of Rs. 500 billion; and 80% of the vegetables rot due to high water content and lack of processing facility, resulting in another revenue loss of Rs 125 billion. A big roadblock in India's ambition to increase the processing level to 20% by 2015!

THE SCENARIO SO FAR

Between 1993 and 2006 the installed capacity of fruits and vegetables processing industry has increased from 1.1 million tonnes to 2.1 million tonnes— a meagre 1-million tonne increase in 13 years. This is in bad contrast to the growth rate of 4.4 per cent in the second quarter of 2010-11, achieving an overall growth rate of 3.8 per cent during the first half of this period.

What makes it worse is that in spite all, the area under food crops has increased from 122.78 million hectare (ha) in 2001-02 to 125.73 million ha in 2010-11. The production of food grains has increased from 212.85 million tons (MT) in 2001-02 to 241.56

MT during 2010-11. Courtesy this, The Indian food industry projected its growth from US\$100 billion to US\$ 300 billion by 2015, which a report by Technopak also support. Taking the report as the basis, an increase from 43 per cent to 50 per cent of total production in food processing segment is expected.

This is of enormous significance for India's development as it has efficiently and effectively linked the nation's economy, industry and agriculture. There are 25,367 registered food-processing units in the country, with total invested capital of Rs 84,094 crore (US\$17.81 billion), as per a competitiveness report of the National Manufacturing Competitiveness Council. The food processing sector is presently growing at an average rate of 13.5 per cent per annum. The Vision Document 2015 envisages increasing the value addition from 20% to 35% by 2015.

THE STRUCTURE AND COMPOSITION

India's food sector vision 2015 aims at providing safe and quality food, providing dynamic food processing



industry, enhancing the competitiveness of food processing industry in domestic and international markets, increasing the infrastructure facilities to enhance the production of processed food, increasing the level of perishable agricultural produce from 6 to 20%, increasing the value addition from 20 to 35%, increasing the share in global trade from 1.5% to 3% by the year 2015. But to achieve this vision, an estimated investment of 100,000 crore is required.

Private sector is expected to invest about 45,000 crore and equal amount from financial sector and 10,000 crore from the Government.

There are planned concurrent developments in the areas of state-of-the-art cold chain infrastructure and quality assurance measures. Apart from large investment pumped in by the private sector, public sector has also taken initiatives and with several centres for Perishable Cargoes and integrated post harvest-handling facilities have been set up in the country.

This would benefit the Ready To Eat (RTE) segment, which stands at US\$ 17 million to US\$ 22 million and is growing rapidly at 30 per cent per annum, as per report by the Ministry of Food Processing.

In fact, the branded frozen foods category is estimated at Rs 1,000 crore (US\$ 211.77 million), and industry players say it is now growing at 20-25 per cent per annum.

THE CHALLENGES

As we transition from a production oriented agriculture to a market driven agribusiness, some experts feel, and rightly so, that Indian agriculture is beginning to show signs of fatigue. Harvests and yields aside, soil erosion and depletion of water tables in areas that were the heart of the Green Revolution are reminders that there is only so much pressure you can put on a piece of land. Equitable agriculture production, processing and management of post-harvest losses will continue to be the order in the new millennium. Pocketed revolutions will not be good enough to feed a population that's equivalent to adding a new Australia to it every year. Genetic modification can make a very substantial contribution by making various crops more resistant to diseases and pests, and /or better able to cope with difficult conditions (e.g. of temperature, drought, salty soil, consequences of global warming, etc). This means that science has to do the research, and to find ways of making it work effectively and safely. Food scientists take the

view that the present and future food problems of the world food supply will not be solved by technology alone, but that they cannot be solved without technology.

India faces post-harvest losses, which are nearly equivalent to the total production in Australia. Lack of infrastructure to store grains fruits, vegetable and other degradable commodities add up another 10-15% loss in the output. Proper cold storages infestation free warehouses and proper temperature and humidity control for specific produce is the need of the hour. The mismatch between agricultural production and its subsequent management is a major handicap that India faces. Neither of the farmers, processors, exporters and consumers could get the advantage of immense potential for value addition to agricultural produce. Farmers suffer from lack of knowledge of market-oriented production. For processors and exporters there is no assured supply of raw materials and fresh produce. Dependence on imported processing technologies is high since R&D institutions in India fail in this respect. Primitive harvesting and post-harvest handling systems, long chain of intermediaries performing only minimal functions have added to the issue.

In the emerging scenario, the Food



Science Professional needs to develop sufficient awareness and appreciation of the relevant principles of life sciences, and physical sciences, as well as of a wide variety of other topics including: nutrition, preservation and storage techniques, processing unit operations, bio-processing, waste management, distribution and supply chain management, food laws and regulations and so on. Besides, the professional needs to develop an appreciation of R&D and innovation in critical technology areas such as: newer or novel process development in preservation and storage techniques, rheology, colloids and dispersal systems, packaging-polymers and composites, sensors for detection and process control, bioprocess engineering, and so on.

of Information Technology (IIITs) are aimed at meeting the challenges of skills development

The National Sample Survey (NSS) 61st Round results show that among persons 15-29 years of age, only about 2% are reported to have received formal vocational training and another 8% reported to have received non-formal vocational training indicating that very few actually enter the world of work with any kind of formal vocational training. **This proportion of trained youth in India is one of the lowest in the world.** The corresponding figures for industrialized countries are much higher, varying between 60% and 96% of the youth in the age group of 20-24. One reason for this poor performance is the near-exclusive reliance upon a few train-

numbers, quality and skill types. It is also observed that the inflexibilities in the course/curriculum set-up lead to oversupply in some trades and shortages in others. It is for this reason that the Government of India announced in Budget 2007-2008 the creation of a Skills Development Mission – which has since led to the creation of three institutions, the PM's Skills Development Council, the Skills Development Board, and the Skills Development Corporation, the last on a private-public partnership (PPP) basis.

The effectiveness of PPP model has been established by the IT sector in India, by companies such as Infosys that has in less than 5 years, knit together over 500 engineering colleges in India as well as in other countries like Malaysia, China and Mexico

The proportion of trained youth in India is one of the lowest in the world, with only about 2% reported to have received formal vocational training of any form

QUANTITATIVE AND QUALITATIVE DEFICIENCIES IN SKILLS

The 11th Plan (2007-2012) gave high priority to Higher Education, with an increase in allocations to higher education by five times (in nominal terms) compared to the 10th Plan (2002-2007). Initiatives such as establishing thirty new Central universities, five new Indian Institutes of Science Education and Research (IISERs), eight Indian Institutes of Technology (IITs), seven Indian Institutes of Management (IIMs), and twenty Indian Institutes

ing courses with long duration (two to three years) covering around 100 skills. In China, for example, there exist about 4,000 short duration modular courses that provide skills more closely tailored to employment requirements. In India, skill acquisition takes place through two basic structural streams: a small formal one and a large informal one.

A basic problem with the skills development system is that the system is non-responsive to the labour market, due to a demand-supply mismatch on several counts:

through a well planned exposure program that helped about 58000 students and 3000 faculty members to upgrade their skills vis-a-vis IT industry and its operations.

According to the 11th Five Year Plan, Skills Development Corporation strategies will include the following pointers:

- Encourage Ministries to expand existing public sector skills development infrastructure and its utilization by a factor of five. This will take the Vocational Education (VE) Training



capacity from 3.1 million to 15 million. This will be sufficient to meet the annual workforce accretion, which is of the order of 12.8 million. In fact, the surplus capacity could be used to train those in the existing labour force, as only 2% thereof are skilled. The infrastructure should be shifted to private management over the next 2-3 years.

- State governments must be guided as stimulators in managing this transition.
- Enlarge the coverage of the skills spectrum from the existing level.
- Skills Development programmes should be delivered in modules of six to twelve weeks, with an end of module examination/certification system. For calibrating manual skills, a four-to-six level certification system must be established based on increasing order of dexterity of the craftsman.

In the year 2008-2009, various areas of food technology were identified and the broad course structure was decided by ICAR. This included the nomenclature of the degree, admission requirements, admission capacity, the number of credits required for the award of degrees, and the

classification of credits and titles of the courses under major, minor, supporting, compulsory non-credit courses and deficiency courses for each type of PG degree. The scope for future research and development covered the following main areas:

- Technologies for ripeness, quality, damage and disease assessment and prediction.
- Grading and classification techniques.
- Postharvest treatments, value-addition, and traceability.
- Agricultural and horticultural products processing technologies.
- Properties of foods and agricultural products.
- Sensors, sensing technology and process control.
- Mathematical modelling and simulation.
- Design and production of novel foods
- Product monitoring in the supply chain.
- Thermal processing, chilling and freezing.
- Drying technology and dehydration processes.
- Separation and purification processes.
- Non-thermal processing and emerging technologies.
- Preservation, storage, and distri-

bution.

- Packaging and labelling.
- Engineering of biotechnological processes.
- Engineering for food safety and security.
- Energy efficiency and environmental friendliness of agri-food chain.
- Innovative IT applications in agri-food chain.
- Agri-food processing equipment.
- Agri-food waste treatment and management.
- Education of agri-food engineering.
- Agri-food trade and market access.

Currently, Food Science and Technology is considered as a subject allied to agriculture science. Courses in post-harvest Processing and Food Engineering are offered at the Master's Degree level in several agricultural engineering colleges. This course is also offered as a branch of technology in several non-agricultural universities. Though AICTE has streamlined the course duration and there is some uniformity in the curriculum, the quality of the products coming out of these colleges is largely different and not aligned with industry needs.

Focus

Food Parks are being promoted in a big way can be another 'vehicle' for achieving the above purpose. As a policy all food parks cleared by Government Of India should be required to have a training component, with each unit extending the processing facility for 'hands-on' training for the benefit of food-tech students from universities.

Indian food processing industry needs atleast US\$ 35 billion fresh investments across sectors. Experts at FoodCon 2011, organised by the Confederation of Indian Industry (CII), stated that this will enable the industry to create the projected nine million jobs, stability in food prices, reasonable returns to farmers and other stakeholders, and more importantly, to increase India's share in the world export market for processed foods from the current 2 per cent

As per new food safety law (FSSAR 2011), every food manufacturer should have a technical supervisor for the food business to ensure food safety and quality. Due to this legal requirement, candidates with food technology background including knowledge of food safety, are very important for food business operations.

It's my estimate that there are over 400 colleges offering Food/ Nutrition degree and diploma courses in India and annually they produce more than 5000 food technologists. To understand the gaps in the current education system, we need to identify skill levels required by the food industry.

In India, approximately 80% of manpower needs in the food industry are at the basic skill level. Students who are pursuing technical education will be trained at skill levels 2 and above which contributes to just 20% of total manpower requirements.

As discussed earlier the total manpower requirement in food industry is 10 million (2011) and thus



around 20% of this requirement, or 20 lakh (2 millions) individuals will be required to have higher-level skills (skill level 2 and above). If we consider 10% annual growth in the food industry, to meet the growing demand in India for organized and unorganized sectors, would require 20 thousand more skilled/educated manpower in food industry every year. If we consider the skill level 1 group, the requirement in the sector on annual basis would be 80 thousand candidates every year.

This can only be achieved through an effective PPP model. However, corporations in India invest precious little in skill and vocational training, although they have limited apprenticeship programmes for their own staff and prospects. Unfortunately, the public sector's hitherto supply driven approach to vocational training has not been very successful in meeting the needs and requirements of private corporations in India. Therefore, the lack of interest among Indian corporations so far in investing in training has only undermined their long-term interests while, at the same time, underpinning by default the government's supply driven approach to skills development

CONCLUSION

The size of the Indian food industry

is Rs 4 lacs crore with employment generation of around 10 million. Currently in India more than 70% of food business operators are in unorganized sectors and in small-scale operations. With changes in food law (FSSAI) food safety has gained a very important position in industry and now it is compulsory to recruit technical personnel in manufacturing units. Most students who are pursuing technical education will likely attain skill level-2, which contributes to just 10% of the total manpower requirements of the food industry. Another 10% will need higher-level skills. With 10% annual growth in the food industry, approximately 20 thousand skilled/educated workers will need to be added annually for the Indian food industry to keep pace. The requirement for individuals at skill level-1 would be 80 thousand members every year.

We have suggested that the Skills Development Corporation, which was created as a part of the Skills Development Mission in India in 2008, will use the Public Private Partnership (PPP) model to promote the development of food processing sector-specific councils in industry. But how well this suggestion is implemented is still to be seen and assessed in time to come. Till then the reliance on foreign trained manpower will continue. ♦

The Nutraceutical Horizon

NUTRACEUTICAL MAY BE THE NEW BUZZ WORD IN THE INDUSTRY TODAY. BUT WITH A GROWING POPULATION LOOKING TOWARDS LIVING LIFE BETTER, STUDIES PREDICT THAT THE NEXT HALF A DECADE WILL SEE THE INDUSTRY GO BIGGER, BETTER AND ALL- ENCOMPASSING. THE INITIATION IN FACT HAS ALREADY BEGUN WITH COMPANIES TAPPING THE CONVENTIONAL MARKET OF FOOD. **DOLLY KUMAR, DIRECTOR, GAIA** TALKS ABOUT THE CONVERGENCE OF NUTRITION, MEDICINE AND FOOD



Back in the ancient times when Hippocrates, father of modern medicine, proclaimed, “Let food be thy medicine”, he was laying the first bricks of Nutraceutical. The term ‘Nutraceutical’ may have come into the fore recently, but as a concept it finds its genesis deep rooted in the sands of ancient times, especially those in India and China. In fact the system of Ayurveda is based on the same principles as nutraceuticals—that is using food for health and therapeutic benefits.

Today, with the advent of modern technology and testing facilities, the nutraceuticals industry is thoroughly modernized. Contemporary R&D practices are constantly throwing new findings with regards to health, nutrition and medicinal properties of natural foods, herbs and spices. State-of-the-art extraction methods are ensuring that it is not just the nutritional value as carbohydrates, fats, proteins,

vitamins and minerals that natural foods provide, but also provide preventive and therapeutic health solutions, in the form of vitamins, minerals, probiotics and antioxidants. Scientific and clinical evidence supporting the health benefits of dietary supplements and functional foods has become an important part of the popularity of nutraceuticals. Fact is that today’s consumers want proof that these products are safe and that they work as they claim to.

Once considered as an “alternative” to mainstream medicine, nutraceuticals are today a part of a balanced health and treatment regime. Perhaps the biggest factor in the widespread adoption of nutraceuticals is the fact that they are generally safer than most pharmacological products, with reduced or no side effects from long-term use. Their increasing popularity also corresponds to higher standards of living and the growing

Talking Point

health consciousness and concerns of people around the world.

In India too, the trend for healthier diets and lifestyles is becoming increasingly evident. More and more people are taking to exercising with renewed vigor. Another sign of this growing health-consciousness is the fact that Indians are opting for products with incremental health benefits such as high-fiber breakfast cereals and reduced-fat milk.

Convenience is becoming an increasingly important factor, as modern hectic lifestyles do not allow people to have a healthy and balanced diet of adequate fruit, vegetables, nuts, legumes and other healthy foods. Result: The increasing incidences of lifestyle diseases (stress, hypertension and blood pressure) products in the country. Consumers are looking at avoiding unhealthy food (fat, sugar and carbohydrates) and consuming food that gives them some extra benefits (vitamins or minerals).

These days, dietary supplements play a vital role in health maintenance and prevention of diseases. While vitamins and minerals have long been the bedrock of the nutritional supplements market, there are now others that too are growing in importance as reflected in their increasing popularity and usage. Following are some of the international growth trends in nutraceutical products and solutions. These trends are also visible in India.

- **Fatty Acids:** During the last several years, fatty acids such as CLA and omega 3, 6 and 9 have become increasingly prominent in both the dietary supplement and functional food markets.
- **Fiber:** This has always been an important part of consumers' diets—its role in health and nutrition is undisputable. These days, thanks to the emergence



of new technologies, product applications featuring fiber have become much more palatable.

- **Green foods:** Algae, cereal grasses, aloe vera, seaweed, kelp, chlorella and spirulina are also being increasingly used in preventive and therapeutic health practices, with growing evidence of their almost magical beneficial properties.
- **Calcium and Proteins:** The dairy sector is offering several opportunities to the nutraceuticals market in the way of probiotics, proteins and dairy calcium.
- **Antioxidants:** The antioxidant category represents various opportunities for functional food and dietary supplement applications, not to mention cosmeceutical and personal care.
- **Sugar alternatives:** Natural sweeteners and sugar substitutes have made significant strides in coming up with offerings that are both palatable and healthy.
- **Au Natural:** The natural and organic movement has touched nearly every industry across the product spectrum. While natural and organic first gained prominence in foods and beverages, they have also made significant inroads to the dietary supplement market, and more recently personal care. Today natural and organic are commonplace in foods.
- Thanks to mounting demand for healthy convenience foods, nutrition bars have carved out a nice niche for themselves during the past decade, becoming standard purchases for anyone who believes in health and nutrition and lives a life on the go. Evolving from the traditional cereal bar, nutrition bars are a step ahead in terms of their nutrient profile and the health benefits they offer.
- **Omega 3:** One of the most explosive corners of the nutraceuticals market, the omega 3 category has really taken off during the past one decade.
- **Probitotics:** These friendly bacteria (probiotics) and their food source (prebiotics) have become important tools in support of digestive health, immunity and other health conditions.

As time goes by and the field will begin to reach its maturity. There are likely to be many more hitherto undiscovered nutraceutical products, ingredients, benefits and applications. Whatever it may be, there is one thing that is for sure. Nutraceuticals is the future of healthcare and they are here to stay. ♦

Evolving New Formats



JAMS, JELLIES AND PICKLES EXISTED ON THE TABLE MUCH BEFORE THE ADVENT OF THE NEW BUZZ OF READY-TO-EATS. NOT ONLY ARE THEY THE FIRST, SUPERIOR FORMS OF VALUE ADDED MEALS BUT ALSO THE CONSISTENTLY PERFORMING SEGMENT IN THE FOOD INDUSTRY. HOWEVER WITH NEW FORMS OF FOODS EMERGING IN THE MARKET, THERE IS AN ARDENT NEED TO DISCOVER NEWER ROADS OF PRESENTING THEM, OPINES JASPAL SINGH JOHAR, GM SALES AND MARKETING, CREMICA

Depending on the dishes offered by a restaurant, there is a specific selection of condiments available on the table. Each country has its own ways of eating, adding extra bits of spice or sourness to an already completed dish. Tomato-based foods are considered healthy for the reason that they are low in calories, but possess a remarkable combination of antioxidant micronutrients. We have different packs for Table Top offerings in form of ketchup, jams and honey and 'dip cups' for making each meal simpler and healthier. The product development and customisation is our key strength. Of course, what makes Cremica (or any other Indian brand) class apart is the ability to source out the best ingredients from renowned suppliers, procured under stringent QC control, and vendor audits. This, in fact, has given us the edge and the sustainability.

This has also been the 'key' that has helped Indian products sustain their lead, even with the rapid influx of foreign brands in India. The other reason of course is the fact that most of these brands have paid little or no care to make the product suit the Indian palette. The selection of best available tomato paste, use of right blend of ingredients, spices and use of most modern plant and homogenizer in case of tomato ketchup has made all the difference. The jams have had the added advantage of exotic flavors and superior quality fruit

contents. Fresh and natural fruits have always been the main criteria of all our products, and is used as much as technically possible. This is the reason that Indian products, especially jams and ketchups have improved a lot and are definitely superior when compared to their imported brethrens in the market. However, where we lose is in the packaging, where the foreign brands have edge over Indian products.

The food manufacturing industry is a diverse and complex sector. There are ample possibilities for improvement and innovation in the food industry. The sector currently is caught between novelty and traditional use of ingredients. The sector has strong links with down and upstream sectors like agriculture, life sciences, packaging, logistics and retail, which also from an innovation perspective plays an important role. The product from the food manufacturing industry ranges from niche and traditional specialty products to highly innovative and modified ones like convenience and functional foods.

However the market of jam and jellies always have been good on bringing new formats. And while the segment has a potentials for bigger and better food innovation. These huge innovation possibilities face the high risk adversity of consumers. One of the crucial questions for innovation is typically related to consumer acceptance. In the past few

I believe that the future of this sector is in keeping with the changes taking place, especially with the new forms of production and products.

years, many products have suffered because of the lack of acceptance by the final consumers. However, those aside, the changing market and life-style has thrown newer challenges into the array. A few like these play a decisive role in the making or the break of any product, more now than ever. These are:

- Utilization of natural ingredients for preservation and with anti-microbial properties.
- Reduction in fat, salt, sugar and artificial preservatives and processing ingredients without compromising taste and texture.
- New preservation methods (e.g. membrane filtering, high pressure, enzymes and especially other non-thermal methods).

There are other innovations, which are equally important for the food in-

dustry to flourish. Like for instance:

- Smart labels
- Improved packaging materials
- Faster and better food testing methods
- Eco-friendly production
- Innovations in logistics and transport.

I believe that the future of this sector, in keeping with the changes taking place, especially with the new forms of production and products. Organic foods, for instance. Today, it's undeniably gaining momentum with consumers choosing to buy organic foods for many different reasons. One of them is perceived as health benefits.

Consumers choosing organic food over conventional offerings are also looking for the following:

- Assurance that the organic food production is purely organic, safer and purer
- Organic food is usually fresher when eaten because it doesn't contain preservatives that make it last longer.
- The consumption of organic food prevents exposure to pesticide.
- Organic foods can only be derived from natural sources and it is very good for your health because it does not contain chemicals. Thus, making it truly sustainable and environmentally friendly
- Organic foods have more beneficial nutrients, such as antioxidants and phytochemicals. Plus, they are excellent source of complex carbohydrates that are good for the body.

And while there is no doubt that organic foods can be certainly considered to be better, healthier and more nutritious alternatives, not only for the consumer but also for the environment, conventional market will still have its followers. The trend for healthy and organic food is emerging very fast but it is still a very niche market at the moment. The availability of the organic raw material is rare, and there's a lack of in-depth knowledge and fool-proof system to ascertain the authenticity. But it is clearly the way to go! ♦





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Innovations in Oils and Fats

WITH HEALTH AND WELLNESS AS THE EMERGING MARKETS, OIL MANUFACTURERS HAVE FINALLY TURNED A NEW CHAPTER OF CREATING OILS THAT ARE HEALTHY, HEART HEALTHY TO BE SPECIFIC. BUT THAT'S NOT THE ONLY INNOVATION. DR KD YADAV, SENIOR VICE PRESIDENT (TECHNICAL), KAMANI OIL INDUSTRIES PVT LTD TALKS ABOUT THE OIL AFFAIR IN INDIA AND THE INNOVATIONS



We are now entering a challenging era that is seeing rapid developments and changes. Modern retail and emerging lifestyles are contributing in a major way to the growth of the food processing industry in India. This has prompted food manufacturers to concentrate on producing innovative products. Consumers would like to go for processed food because of the convenience it offers. The food processing industry of India has registered high growth this year.

INDIA SET FOR HEALTH AND WELLNESS BOOM

Health and wellness industry is also witnessing a significant growth in the country. With the inception of spas, beauty salons, fitness centre etc, the wellness industry is growing rapidly. Consumers are getting more and more health conscious. Due to the increased awareness among consumers, demand for organic food products, health or fortified drinks, nutritional supplements, herbal and low fat food products has increased.

In order to educate consumers, Government of India is going to make it mandatory to declare the ingredients as well as the nutritional information on the label for all food products.

Health & Nutrition has become the major aspects in everyone's life. It is now indeed a challenge for formulators to manufacture healthy food products without compromising the taste profile. The rising need for convenience, along with the rise of lifestyle / degenerative diseases has triggered the growth of health & wellness food industry in India.

INDIAN FOOD INDUSTRY – EMERGING TRENDS

The Indian Packaged Food Industry is expected to grow at the rate of 15-20% annually and touch US\$ 30 bn by 2015. The industry includes ready to eat foods, snack foods, and functional foods. This growth is fuelled mainly due to emerging markets, rise in Quick service restaurants (QSRs), changing lifestyles, arrival of multinationals, modern retail formats. The concept of fast food is gradually catching up. With the invasion of established food chains like McDonalds, KFC, Papa John's, Subway, Dominos and Pizza Hut, who have acquired a firm position in India, the consumer preferences are shifting which again may be due to unique taste, good hygiene and sanitation. These multinational food chains, after studying the Indian palate, have ventured into ethnic foods. Some of the unique properties of fast food like quick served, taste, cost advantage, hygiene etc are making it highly popular among the masses

INDIAN VEGETABLE OILS AND FATS INDUSTRY – CURRENT SCENARIO

The demand for edible oils in India has shown a steady growth. The

growth has been driven by improvement in per capita consumption, which in turn is attributable to rising income levels and living standards. However, the current per capita consumption levels of India (at 12-14 Kg/year) are lower than global averages (24 kg/year). The consumption of edible oils in India which is currently around 17 million tonnes may reach 23 million tonnes by 2020 @ 3% growth rate. India has been a net importer of oils to bridge the demand supply gap. Stagnant Domestic oil production is leading to higher imports to feed the growing Indian demand.

PRODUCT AND PROCESS DEVELOPMENTS IN OILS AND FATS

Edible oils, being an integral part of the traditional Indian diet, provide taste, texture and above all nutrition.

Apart from enhancing the palatability of the food it also plays a vital role in the metabolic functions of the body. Its major functions are:

- it helps supply energy
- it also helps absorb fat-soluble vitamins (A,D,E and K)
- Provides EFAs (essential fatty acids)
- it helps to give a satiety feel i.e. provide a sense of fullness
- it acts as an insulator to maintain body temperature and many other health benefits

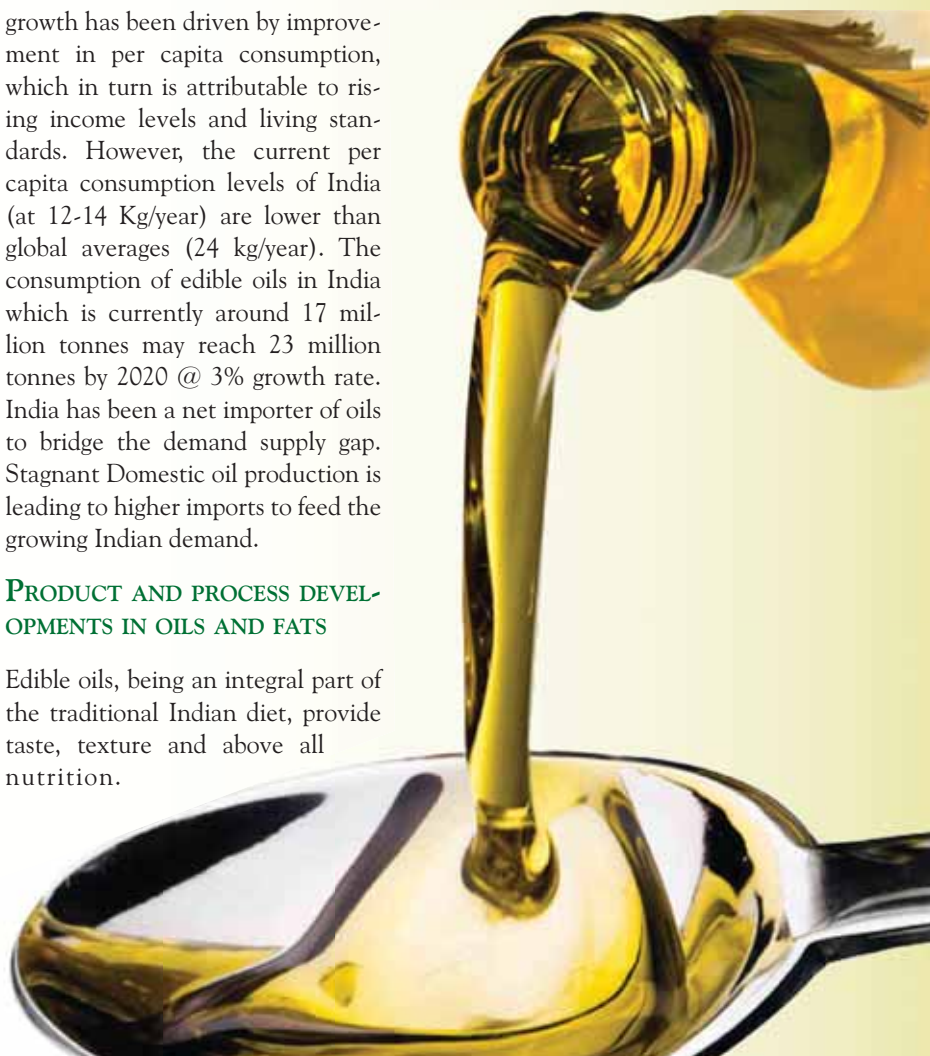
PRODUCT DEVELOPMENT

Certain specialty oils and fats (listed

below) have nutritional significance and are used in food formulations for the health benefits they deliver. Some of the health benefits are – lowering cholesterol, fighting obesity, diabetes and cancer

- OMEGA 3 OILS – FLAXSEED OIL
- GAMMA LINOLENIC ACID
- MEDIUM CHAIN TRIGLYCERIDES
- MUFA OILS (Monounsaturated oils)
- CONJUGATED LINOLEIC ACID

The non-glyceride portions of the



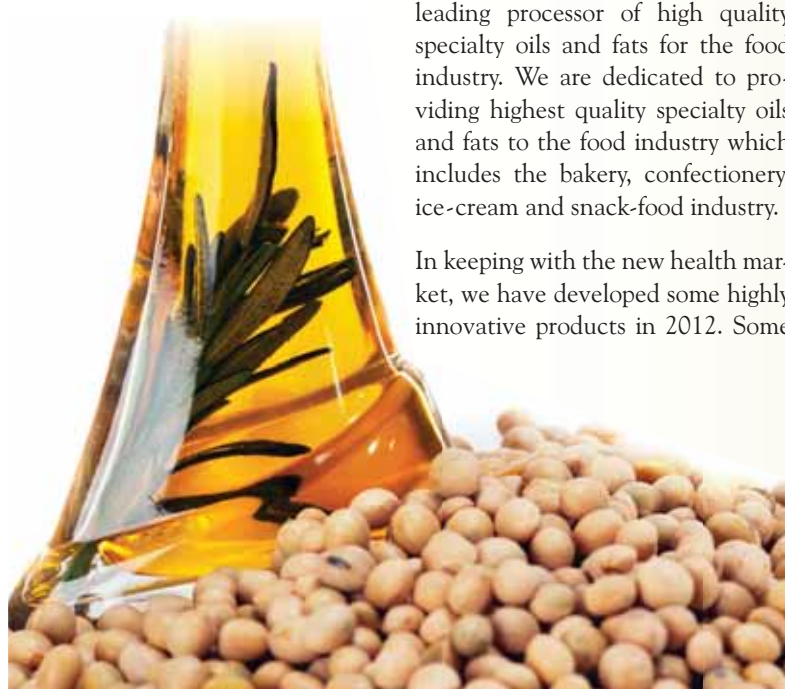
Talking Point

oils namely the phytosterols, stanols, natural anti-oxidants like tocopherols and tocotrienols, Oryzanol, squalene etc also have nutritional significance and help in cholesterol management, enhance the immune system, prevent oxidation etc.

These specialty oils and phytonutrients find application in food formulations like spreads, mayonnaise, margarines, processed foods, etc. These products also find application in infant nutrition, sports nutrition, dietary supplements and nutraceuticals.

PROCESS DEVELOPMENT

- Maximum retention of phytonutrients during processing of oils
- Tocopherol/ tocotrienol/ carotenoid / wax recovery from oils
- Low trans/ No trans products - Proper selection of the raw material and processing techniques
- Enzymatic processes (degumming / interesterification) for oils



- Application of nano technology in oils

INNOVATION, THE KAMANI OIL WAY

Over the years Kamani Oil Industries Pvt Ltd has emerged into a leading processor of high quality specialty oils and fats for the food industry. We are dedicated to providing highest quality specialty oils and fats to the food industry which includes the bakery, confectionery, ice-cream and snack-food industry.

In keeping with the new health market, we have developed some highly innovative products in 2012. Some

of them are niche products like:

- Klite is a new age Bakery fat that effectively performs the function of 3(three) fats i.e. Cakes, Cream and Cookies. To top it all it has excellent taste profile and is trans free.
- Foodlite is a specialty Culinary Oil that is a Chef's delight. It gives food a great taste and appearance, does not darken on multiple frying and it keeps kitchen clean. It has a high MUFA content which is good for Health.
- Sweetjoy is an offering that replaces Pure Ghee in Indian Sweets delivering superior taste and at the same time is cholesterol free and Trans free.
- FlaxOmega is a refined Flaxseed oil is the richest plant source of omega 3 fatty acids mainly – ALA (Alpha Linolenic acid) which has many health benefits like cholesterol management, weight management, helps in retina and brain development of foetus, etc. ♦

Managing Creativity Through



IN AN AGE WHERE MANAGING CREATIVITY IS MORE THAN JUST BEING HAVING A GREAT PRODUCT IN HAND, SOCIAL MEDIA HAS BECOME AN INTRINSIC TO SUCCESS. SO WHERE AND HOW DOES ONE BEGIN TO ADAPT? HOKEY POKEY'S OWNER AND INDIA HEAD, ROHAN MIRCHANDANI TALKS ABOUT HOW GOING DIGITALLY SOCIAL CAN HELP YOU BETTER YOUR CHANCES IN THE GAME



The create-your-own food concept type, while not new in the world, is beginning to gain traction in India. While we focus on ice cream, other brands have introduced this concept with respect to pastas, noodles, and other food items. The Indian consumer is becoming ever more demanding and has now developed an international palette that commands quality food and new food concepts. While it is still in the nascent stages, the customisation of ice cream (along with that of many food types) is gaining popularity. Consumers are willing to experiment and apply their minds to create a taste that's both new yet personal.

Creating a market for a concept like this requires extra attention on the emerging youth. Educating them about something like this has

become simpler through the use of a social media infrastructure, including the likes of Facebook, Twitter, and Pinterest. Allowing friends to share their unique individualized ice cream creations permits awareness and interest by creating a desire to create your own. We have successfully used these platforms to create awareness and an understanding of the concept and the excitement it creates. As a brand focused on 'indulgence guilt', it is important for us to educate the consumer about our quality and the unique experience the concept provides.

Our first attempt at using social media was to simply create a Facebook page and have our images and pictures posted. Our fan following grew with likes, but it did not translate to overall awareness of our concept and how it was different

Tech Wise

from others. We continued to post images and make announcements, but the platform simply worked as a bulletin board and nothing really meaningful and engaging. We were not able to identify influencers and create the buzz that was needed to portray the concept effectively.

As a second attempt, in order to spread awareness around our concept, we decided to target customers that were already heavy users of social media and also were big fans of ours. We identified these “brand ambassadors” by first following conversations around our brand on Facebook and Twitter. After identifying a few of these power users, we invited them for free tasting sessions and encouraged them to create their own flavours (or as we call it creations). We conducted numerous sessions as such and then recruited these social media influencers to partake in an incentivized game. The game revolved around unique creations each influencer had made. They were then told to spread the word through social media about each of their unique creations. Sales of their personally-created flavours were monitored at the parlours and a leader board was created. We incentivised them with prizes, but what really excited them the most was being a leader and defeating their peers.



Through the use of this campaign, the word about the concept spread fast. Instead of targeting the general population, we were able to identify influencers that people followed. Targeting the larger population through these influencers is a much more effective tool than conventional marketing like hoardings. Plus, it also creates a more authentic vibe rather than a company broadcast through Facebook.

As the digital scene changes rapidly,

we intend on launching numerous campaigns like this to capture more brand ambassadors. Two platforms that we see emerging in India are Four Square and Pinterest. Four Square, which is extremely popular in my home city of New York, has slowly started picking up. This location based social networking platform allows you to “check-in” at a retail outlet and let your friends know where you are dining. By effectively monitoring how many times your fans are entering an outlet, you can identify who your brand ambassadors are. Pinterest, a photo sharing social network that allows you to send an image of your current status, is yet another interesting option to explore. Instead of writing a post on Facebook or a tweet on Twitter, you can simply “pin” an image of what you are doing. Essentially, you can replace text with imagery for your current social status. And that becomes a more effective tool than a status message. Because even in the modernised market, the one thing that still works better than all tools is picture. Seeing, after all, is believing and can help create a buzz. ♦





In Spirits Town

WITH ALCOHOL PRICES TAKING A RISE, MORE AND MORE PEOPLE PREFER A HOME PARTY THAN DRINKING AT A PUB. BUT IS DRINKING AT HOME OFTEN RULED BY OUR PREFERENCES AT A RESTAURANT. TECHNOMIC'S DONNA HOOD CRECA CONNECTS DOTS ON WHAT'S WHETTING THE HOME BAR



Do people buy the same brands for their at-home enjoyment that they call for when in a bar or restaurant? I'm often asked about the relationship between on-and off-premise purchases, and post-recession it's an interesting question.

The economy dipped just as the home bar trend was going into full swing and probably accelerated the trend as many consumers did pull back on drinking in bars and restaurants in favour of imbibing at home to save money. In fact, nearly two-thirds (62 percent) of consumers surveyed a year ago for our 2012 Trends in Adult Beverage reports said as much. We are putting the same survey into the field

shortly, and it will be interesting to see their responses to that inquiry at this point in the economic recovery.

Home bartending certainly has caught on, with some foodies sharpening their own drink-mixing skills using guides written by top mixologists, articles in magazines like *Imbibe* and demonstrations on myriad television shows, and even by enrolling in cocktail classes. Wine and beer enthusiasts are taking a similar route and expanding their at-home selections through self-education and exploration.

This raises the bar for the on-premise professional, as the patron walking into their establishment

Trend Report

is undoubtedly a much more informed customer.

But has the home bar gone upscale? Years ago, my father drank super-premium imported vodka when in a bar but mixed a considerably less-expensive domestic in his cocktails at home. Today, he's retired and thrifter in general, but I noted recently he selected the same imported brand in a retail store that he had ordered in a cocktail the night before.

Apparently, he's not alone. More than half (57 percent) of consumers agree completely or somewhat

the incidence of consumers buying the same brands on- and off-premise is trending upward. For one thing, Millennial consumers (ages 21-35) reported purchasing the same brands both on- and off-premise at a slightly higher rate than their older peers, indicating this is a generation to whom brand is important no matter where they are imbibing.

Suppliers are often looking to understand the connections between the on-premise and the retail purchase, usually because they're assessing how to allocate resources. More

ing the dots in their purchase habits.

In keeping with the taste preferences in 2013, the emerging adult beverage trend will now be determined on the following parameters:

- Innovative tapping into or creating a new flavour, formulation, production, packaging or delivery format trend
- Strategically positioned and strongly supported – supplier go-to-market programs set the brand up for success
- Connecting with consumers – delivering on key attributes



that they purchase the same brands for at-home consumption as they do when ordering in a bar or restaurant. Again, we'll see what the response rate is in the upcoming survey, but I'd venture an educated guess that

than two-thirds (43 percent) of consumers told us they learn about new adult beverages first in bars and restaurants; again, that group skews towards Millennials. It appears that consumers are increasingly connect-

of importance to today's adult beverage consumers

- Achieving significant growth – evident in year-over-year volume increases

"Our research has often shown that the biggest trends typically start small. So we would be looking at brands – small even – that are showing the promise of sustainable growth because of the supplier's support and the connection forged with consumers.



Donna Hood Crecca is Senior Director of Technomic Inc.'s Adult Beverage Resource Group. She has covered adult beverage in both the on-premise and retail markets for nearly two decades, most recently as Publisher and Editorial Director of Nightclub & Bar. ♦

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