

FRUIT PROCESSING

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Filling & Packaging

Market Price Report

Process Technology

Product Launches

Raw Material

Sports Drinks

Trends

MAY

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Transforming sports drinks into mainstream products?

► read more on p. 150

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SPORTS DRINKS

New positionings to target evolving consumer groups

Higher demand is transforming sports drinks into mainstream products **150**

In the beverage aisles of today's supermarkets and discount stores, you will find an enormous selection of classic juices, waters, near-water drinks, energy drinks, sports and wellness products and/or superfood fusions with Matcha and other plant extracts. For consumers, non-alcoholic beverages have long since become a refreshing thirst quencher and, at the same time, either an indulgent treat or a functional food with "that little bit extra." Health-conscious buyers are turning to products with wellbeing properties, those who like to experiment are opting for special flavours and sportspeople are looking for protein shakes or isotonic drinks. Yet, the boundaries between traditional target groups are increasingly blurring: special ingredients such as the low-glycaemic carbohydrate, Palatinose™, for example, allow the development of sports drinks with new positionings ...



TRENDS

The taste of tomorrow

SIG explores what people can be consuming in tomorrow's world **154**

What will we be eating and drinking in the future? It's the million-dollar question keeping the food and beverage industry on its toes. Everyone from manufacturers to market analysts is on the lookout for the next big trend or imagining how global changes will impact our diets. With a soaring population, changing demographics, urbanisation and growing environmental concerns, Eric Ding, Head of Global Category Management at SIG, explores what food and drink products to expect in the future ...

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FILLING & PACKAGING

Proactive discontinuation management: KHS ensures long-term line operation 156

Supplier component discontinuation offensive: with this proactive service the KHS Group prevents costly machine downtimes at beverage plants and safeguards the long service lives of its filling and packaging machinery. With the availability of significant components becoming ever shorter, KHS' discontinuation management scheme makes sure plant equipment stays up and running. This topic is gaining in importance in our digital age, where electronic components have shorter product life cycles. KHS not only brings its systems into line with the state of the art; operators also benefit from increased machine efficiency thanks to the use of new technologies ...

PROCESS TECHNOLOGY

NSK bearings save EUR 10,874 a year at soft drinks plant 158

A leading UK manufacturer of soft drinks that was experiencing premature bearing failures on its automatic bottle sleeving machine, resolved the issue by adopting non-contact, shielded, greased-for-life deep groove ball bearings from NSK. The move has increased the operational life of the bearings by a factor of 52, which in turn is generating annual savings of EUR 10,874 ...

FILLING & PACKAGING

Bickford's Australia boosts flexibility through Sidel's aseptic technology with dry preform sterilisation . . . 160

Bickford's, a family-owned and treasured Australian brand, put their trust in Sidel for the very first time and installed a complete, flexible PET line, handling both sensitive beverages and carbonated soft drinks (CSD). Riding the wave of healthy living, Bickford's was not only able to expand their portfolio but also to improve production efficiency and sustainability. All in all, this significantly optimised their Total Cost of Ownership (TCO), while relying on new bottle designs ...



RAW MATERIAL

Flavia* strawberry variety: The testimony of two producers in the Policoro area (Basilicata/Italy) 164

Many companies are testing with great interest the varieties patented by CIV, in particular the cultivar named "Flavia*", characterized by early ripening, mid-vigor, fruits that are external to the foliage therefore easy to harvest, high resistance to powdery mildew and to leaf and root diseases in general, excellent flavour, very sweet, with low acidity and high percentage of extra quality fruit. Being suitable for replanting practices in exhausted soils by intense and repeated strawberry cultivation, it has shown good adaptability to organic farming and/or low-impact agronomic techniques ...

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