

# FRUIT PROCESSING



[www.fruit-processing.com](http://www.fruit-processing.com)

Events

Market Data

Market Price Report

Packaging

Science & Research

Sweetening Concepts

Trends

JULY  
7/2020

INTERNATIONAL JOURNAL FOR THE FRUIT PROCESSING, JUICE AND SOFT DRINKS PRODUCING INDUSTRY



**What will the summer bring?**

**A look at the current beverage trends for 2020**

► [read more on p. 226](#)





# WORLD OF FRUITS 2020

International Juice and Soft Drinks Review



What hits the shelves in the international beverage sector? Which companies and products are the main driving forces in the market? Which trends have become apparent? Which packaging is preferred? Which claims are in the spotlight?

## New edition available!

**What hits the shelves tomorrow – a glance across the border**

**Featuring international product launches in the juice and soft drinks sector by stating claims, ingredients, packaging and more.**

**Which trends in raw material and packaging are coming up?**

**Find out more!**

**Enjoy reading WORLD OF FRUITS ,  
get inspired and discover new product  
ideas!**

**Free download  
[www.fruit-processing.com](http://www.fruit-processing.com)**





### SWEETENING CONCEPTS

**Allulose as alternative sugar for calorie reduction in nectars. . . . . 222**

Calorie reduction continues to be one of the hot topics in the food industry. With regard to sugar, the World Health Organization (WHO) recommends a maximum limit of less than ten percent of the total energy intake. This corresponds to a sugar intake of around 50 g per day for a healthy adult. The national consumption study by the Max Rubner Institute (NVSII) shows a significantly higher intake in Germany. The free sugar from fruit juices and nectars accounts for 17-19 % of the total sugar intake (MRI). A reduction of calories in sugar containing drinks can thus help promote healthy consumption. However, the consumer is still focusing mainly on taste and quality, even for low calorie alternatives. Novel low-calorie sugars such as allulose are offering an alternative to develop products that, despite their reduced calorific value, have a sugar-like taste profile and a full mouthfeel ...



### TRENDS

**What will the summer bring?**

**A look at the current beverage trends for 2020 . . . . . 226**



Changing seasons are a welcome opportunity for brands to shine on the market with limited editions. In winter, the focus is usually on hot drinks, often combined with spices, while summer products are based mainly on fruits and herbs. Apart from seasonal product launches, some products are intuitively perceived by consumers as summer drinks ...

### IMPRINT

**Publisher**  
Evi BRENNICH

**Editorial Office**  
Editor-in-Chief: Marco BRENNICH  
marco.brennich@fruit-processing.com

**Advertising**  
Cornelia HEBBE  
cornelia.hebbe@fruit-processing.com

**Advertisement Rates:**  
Current price list 2019 on request and at  
www.fruit-processing.com

**Readers' Service**  
Christian FRIEDEL  
christian.friedel@fruit-processing.com

**Subscription Rates**  
Print Europe: EUR 115 incl. mailing cost  
Print Overseas: EUR 124 incl. mailing cost  
Digital package: EUR 120  
PROfessional package: EUR 175

**Cancellation:** Written notice one month prior to the end of the subscription period.

**Layout**  
confructa medien GmbH  
D-56587 Oberhonnefeld, Germany

**Address for all Communications:**  
confructa medien GmbH  
FRUIT PROCESSING  
Westerwaldstrasse 2a  
D-56587 Oberhonnefeld, Germany  
phone: +49 (0)2634 9235-0  
fax: +49 (0)2634 9235-35  
editorial@fruit-processing.com  
www.fruit-processing.com

Ownership structure of the shareholders in accordance with Pressegesetz Rheinland-Pfalz:  
Evi Brennich 51 %, Guido Hoffmann 26 %, Lothar Hoffmann 14 %, Hubert Brennich 9 %;  
Managing Directors: Marco Brennich (Publishing Management), Christian Friedel (Commercial Management);  
HRB 14556 Montabaur

**Printed by:**  
mohr medien GmbH, Metastraße 3, D-56579

**Note:**  
The views and opinions expressed by the

authors do not necessarily reflect those of the publisher or the editorial staff.

Original science and research papers will be presented for scrutiny to a member of the Peer Review Board. All manuscripts must be written in English. If English is not the author's primary language, the author should obtain assistance.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means without the written permission of the publisher.

**FRUIT** is read in 103 countries by more than 16,000 readers per issue.

Publication frequency (print/digital): monthly

© Copyright 2020 confructa medien GmbH, Westerwaldstrasse 2a, D-56587 Oberhonnefeld, Germany

ISSN 0939-4435,  
Printed in Germany

**EVENTS**

**drinktec 2021: strong topics and strong demand . . . . . 230**

With one and a half years left until drinktec 2021 kicks off, preparations are well and truly in full swing. The world's leading trade fair for the beverage and liquid food industry will provide insights into the industry's future by focusing on four main topics: Sustainable Production & Packaging, Consumer World & Product Design, Water & Water Treatment, and Digital Solutions & Digital Transformation. Despite the coronavirus crisis, demand both within Germany and from abroad is stronger than ever, with the majority of the available floorspace having already been snapped up. drinktec will be held from October 4 to 8, 2021, at the Munich trade fair ...

**MARKET DATA**

**Bottled up frustration for PET . . . . . 232**

One of the effects of the coronavirus pandemic is that consumer behaviour in terms of buying and consuming goods has changed in line with restricted supplies and access to retail sites. Alongside this, typical trends in on-the-go purchases have evaporated, none more so than in beverage consumption. PET resin is the most commonly used resin to package bottled water and soft drinks as well as food products, although usage in other areas is also growing due to its superior recyclability. ...

**SCIENCE & RESEARCH**

**New study shows that children and adults who consumed 100 % orange juice had higher-quality diets . . . . 236**

A new population based study<sup>1</sup> published in Frontiers in Nutrition reports that the consumption of 100 % orange juice was associated with multiple dietary and health benefits for children and adults. Orange juice consumers had higher quality diets, higher intakes of key nutrients, including bioactive flavonoids, and lower intake of added sugars. There were no negative effects on body weight ...



**PACKAGING**

**Accumulation solution Gebo AQFlex significantly improves Orangina Suntory France's performance and agility . . . . . 238**

Installed for the very first time in its largest size at Orangina Suntory France's plant in Meyzieu, Sidel's conveying and accumulation solution Gebo AQFlex<sup>®</sup> increases the uptime of their PET packaging line for soft drinks by offering a high level of flexibility to address a much diversified production range of nine bottle formats with different shapes. Moreover, by covering a wide range of outputs, Gebo AQFlex has immensely contributed in preserving ...

**REGULAR SECTIONS**

**Editorial . . . . . 219**  
**Imprint . . . . . 220**  
**Peer Review Board . . . . . 225**  
**Business News . . . . . 240**  
**Offers & Requests . . . . . 241**  
**New Product Launches . . . . . 246**  
**Business Contacts . . . . . 248**  
**Market Price Report . . . . . 249**

