

Your Professional Guide to Ingredients and Processing

# Asia Food JOURNAL

**The Asia Food Challenge re-ports \$800 billion investment opportunity in Asia's Agri-Food sector over the next decade**



**One ingredient, endless possibilities**



**BookDoc – adding value to healthcare platform**



**2020 and beyond: Key trends impacting the labelling market**

# International Personalized Nutrition Co-development Summit 2020

## Path to the Future of Nutrition

May 28-29, 2020 · Crowne Plaza Shanghai, China

- A **DUXES** EVENT

### Highlights

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- Latest scientific findings and technology development in personalized nutrition
- Successful cases on commercialization and deployment of personalized nutrition products and services
- Stories on ingredient innovation and adaptation to personalized nutrition
- Cutting-edge technologies and applications on personal health data collection and analysis
- Insights into consumer needs in this fast changing era of digitalization and health-consciousness
- Optimal marketing and retail channels for personalized nutrition products to reach the consumers
- Influences and benefits brought by personalized nutrition to other relevant industries such as insurance, retail and FMCG



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## Editor's Note

# COVID-19 limelight the \$35 billion vaccine market



Your Professional Guide to Processing, Packaging and Ingredients

# Asia Food JOURNAL

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This information came as a surprise to me as I did some research on this topic. As of this script, the coronavirus, or COVID-19, has spread to 28 countries, with over 76,000 infected. These numbers will only continue to grow, as the threat of a global pandemic is now upon us.

On the backdrop of the epidemic, the vaccine market has grown six fold over the past two decades, worth more than \$35 billion today, according to AB Bernstein.

The coronavirus outbreak is bringing attention to the fast-growing vaccine industry. The vaccine market has grown six fold over the past two decades, worth more than \$35 billion today, according to AB Bernstein. The firm said the industry has consolidated to four big players that account for about 85% of the market — British drug maker GlaxoSmithKline, French pharmaceutical company Sanofi, and U.S.-based Merck and Pfizer.

“For every dollar invested in vaccination in the world’s 94 lowest-income countries, the net return is \$44. Hard to argue against,” Wimal Kapadia, Bernstein’s analyst, said in a note. “This oligopoly has been built through significant market consolidation driven primarily by the complexities of the manufacturing and supply chain.”

These companies have jumped into the race to combat the deadly coronavirus, working on vaccine or drug programs. Investors have been flocking to some biotech names amid market volatility in hopes that their initiatives to develop treatment and prevention for the coronavirus could come to fruition at some point.

“Vaccines are long-lived assets, have high barriers to entry, typically stable/growing pricing, mostly limited competition and no patent cliff,” Kapadia added.

To be sure, while vaccine companies can see periods of high growth, real innovation is needed to be long-standing winners in a market that requires major capital and faces cheaper alternatives from emerging markets, the analyst cautioned.

Dear Readers, do get acquainted to us as we have so much more to share with industry professionals like you. We discuss food processing, packaging, ingredient, sustainable food, nutrition, supplements, medical breakthroughs, innovation, technology, applications and more .....

Sustainability itself is a profound topic in the 21st Century. It can refer generally to the capacity for the biosphere and human civilization to coexist. It is also defined as the process of people maintaining change in a homeostasis balanced environment, in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations.

Yes, there is awful of space for more discussions and room for government, pharmaceutical companies, suppliers, developers and others to be seen, and your message to be delivered to the right audience in Asia Food Journal. Come; take advantage of AFJ and write me a note about your possible promotion plans to [editorial@harvest-info.com](mailto:editorial@harvest-info.com). We promise to assist you.

K. Dass  
Publisher/Editor-in-Chief, Asia Food Journal

**HARVEST**  
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## BREAKING NEWS

*HARVEST INFORMATION has officially acquired Asia Food Journal. All correspondence should be made to [design@harvest-info.com](mailto:design@harvest-info.com) or [editorial@harvest-info.com](mailto:editorial@harvest-info.com) from 30 May 2019. You could also reach us at +65 68289333.*

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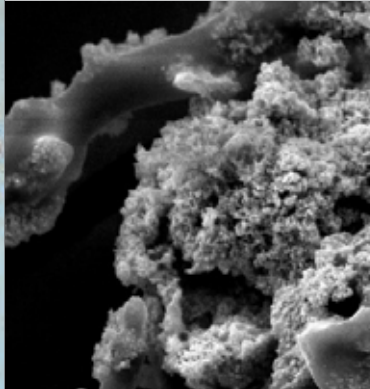
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# Sustainable Packaging Asia Pacific Summit 2020

May 28-29, 2020 · Shanghai Marriott Hotel Hongqiao, China

- A **DUXES** EVENT

## Highlights

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- In-depth interpretation of **policies, regulations and standards** related to sustainable packaging in each Asia-Pacific jurisdiction
- Insights into **seasoned sustainability-focused countries** and regions such as Australia, Japan, Europe and Taiwan
- Discussion of how **big brands** are embracing sustainable business practices to increase and improve their environmental and economic standing
- Information on understanding the major **consumer and market trends** of the packaging industry
- Analysis of the latest innovations in **packaging materials** such as plant-based materials, new technologies in **packaging processing**, and other **solutions**
- Detailed look at developments in the circular **economy** and changes to **recycling systems**



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## One ingredient, endless possibilities

*To best serve our busy brewers, we must constantly evolve the techniques and technologies we employ to grow, process, package and ship hops around the world to maximize freshness and conserve resources. We work diligently to ensure high standards of excellence in how our hops are dried and processed to preserve the brewing value and overall quality.*

Providing brewers on the other side of the globe with access to hops in their purest form is a huge milestone for the industry. With a mission to connect brewers worldwide with multi-generational family farms, YCH is focused on building strategic partnerships to increase the accessibility of hops for brewers everywhere.

The hops were used to brew fresh hop ales by three Seoul breweries and were released last month.

Because Fresh Hops are a highly perishable product that must be delivered from bine to brewer in 36 hours, they are typically purchased by breweries located closer to the source, which are the hop farms of the Pacific Northwest where 75% of the nation's hops are grown. Even American breweries face logistical challenges such as timing and brewing schedule coordination, making fresh hop ales a difficult beer to brew and a highly sought-after style.

That didn't stop Yakima Chief Hops. Thanks to the YCH sales and logistics staff, the Washington State Department of Agriculture



International Marketing team and Plant Services Program; Korean distributor, Brew Source International; and hop breeding partner, Yakima Chief Ranches, 720 pounds of Mosaic and Ahtanum brand Fresh Hops were successfully delivered to South Korea in one day.

The Fresh Hops travelled 5,345 miles to Seoul Brewery, Amazing

Brewery and Playground Brewery, undergoing export inspections and adhering to strict customs requirements.

“When Jim Lambert, YCH Asia Sales Representative, originally proposed the idea, I really felt the energy,” says Tyler Shearn, Import Export Manager at Yakima Chief Hops. “It proved to be quite challenging, requiring months of preparation, attention to detail, and collaboration. At YCH, we’re encouraged to look past challenges and put that first foot forward towards progress and continuous improvement.

“We are a 100% grower-owned global hop supplier. We are beer lovers and farmers who share a culture of partnership and innovation. We’re a network of passionate farm families drawing on multi-generational experience to support and inspire the future of brewing. From learning to logistics, we’re making it easier for brewers around the world to find new ways to use hops for award-winning results”. **AFJ**



# Lycored's new Lumenato (TM) harnesses the natural power of tomatoes for beauty

*Lycored, an international wellness company at the forefront of the ingestible skincare market, has launched a new wellness extract specially created to support aging beautifully.*

Lumenato is a carefully calibrated extract of natural tomato nutrients and antioxidants optimized to work synergistically and offer proven benefits for beauty and skin wellness. Perfect for supplements, it is set to become one of the company's flagship ingredients, alongside its best-selling product, Lycomato.

Sourced from a proprietary, exotic tomato breed, Lumenato is the result of Lycored's "beyond natural" philosophy. It is produced using a CO<sub>2</sub>, solvent-free extraction process which keeps nutrients as close as possible to their natural form while maximizing their potency and synergy. This means it supports a solvent-free declaration for ingestible skincare applications.

Rony Patishi-Chillim, CEO of Lycored, said: "Ingestible skincare is one of the most exciting categories in nutrition right now. There's huge demand for natural, scientifically proven supplements that can help the skin age beautifully. Lumenato meets a range of market needs and I'm delighted to welcome a new flagship product to our portfolio."

Lumenato is designed to allow natural phytonutrients help the skin age beautifully by maintaining its softness, resilience, and suppleness, and boosting its ability to maintain natural radiance and inner glow. Recent research by Lycored found



that these are key goals for skincare users, with 77% saying natural appearance is important to them, and 72% seeking a healthy glow.

Studies have linked carotenoids to physical attractiveness, believed to be the result of their powerful antioxidative action.<sup>1</sup> Lumenato contains the carotenoids phytofluene phytoene, and zeta-carotene in optimal concentrations for beauty parameters.

Extensive testing in clinical settings has shown Lumenato to be bio available and to significantly elevate levels of the active phytonutrients. Studies have demonstrated that it can support the skin's natural ability to calm the response to pro-inflammatory cytokines and maintain

natural collagen levels.

Etgar Levy-Nissenbaum, SVP, Global R&D at Lycored, said: "Lumenato is inspired by Lycored's relationship with nature – in particular the humble tomato – which inspires everything we do. But it's also the result of years of research and testing, as well as a vertically integrated production process, which means we can offer a product customers can trust."

Karin Hermoni, Head of Science, Health, at Lycored, said: "As we grow older, our skin requires greater upkeep to maintain its softness, radiance and resilience. Lumenato harnesses the natural power of the tomato to support skin from the inside out and help us age beautifully."

Zev Ziegler, Head of Global Brand & Marketing, Health, at Lycored added "It was the outside of our hero fruit, the tomato that truly clarified our mission to rethink beautiful. Watching the sun gently coax the tomatoes in our fields to ripen, the Lycored team realized that given the right tools, smooth, supple skin is possible."

Lumenato is currently patent pending. Ideal for ingestible skincare supplements it is plant-based, vegetarian, allergen free, gluten free, Kosher and Halal, and Non-GMO Project-Verified. **AFJ**



# Prinova Europe showcased solutions for every life stage at FIE

From vitamin gummies for kids to a collagen-based shot for joint health, Prinova Europe will highlight solutions for every life stage at Food Ingredients Europe.

Prinova is a leading global supplier of food, beverage and nutritional ingredients and nutrient premix solutions. At FIE (3rd to 5th December in Paris) the company's experts will showcase a wide range of new concepts that demonstrate their ability to meet the health needs of consumers of different ages.

The concepts on show on stand 6C140 will include:

## Zero-crash energy drink

With flavours of orange, pineapple and mango, this premix features niacin, inositol, d-ribose and vitamins, which work in synergy to improve cognition and reduce fatigue.

## Plant protein breakfast pot

Tapping into growing demand for vegan protein products, this convenient breakfast pot blends wholegrain oats and pea protein. By simply adding hot water, consumers get a chocolate hazelnut-flavoured breakfast pot fortified with vitamins, calcium and iron and providing sustained energy and satiety through carbohydrate, fibre and plant-based protein.

## Enhanced plant protein shake

This formula for a crème brûlée-flavoured pea protein shake showcases new flavour modification technology and mouthfeel improvers. It demonstrates how Prinova can help manufacturers create natural, clean-label vegan shakes with great taste and texture.

## Collagen Joint health shot

This formulation for a daily shot combines the benefits of a range of vitamins and minerals with Essentia Protein Solutions' premium bovine collagen OmniCol™ 120 to support

the maintenance of joint health and mobility.

## Kids' bone health drink

This soluble beverage premix includes the plant-based calcium source Aquamin, marine magnesium, as well as vitamins D2 and C. Available as a great-tasting juice, it helps keep children's bones, teeth and muscles healthy.

## Vitamin water for osteoporosis

More than 20% of women aged over 50 are thought to be suffering from osteoporosis[http://#\_edn1] 1 which is linked to calcium deficiency. This vitamin water premix featuring Aquamin, a plant-based calcium source, provides an easy way to secure adequate levels. It also contains vegan vitamin D, zinc, B6 and folic acid.

## Eye health gummies

With as many as eight in ten European millennials experiencing eye fatigue related to digital devices[http://#\_edn2]2 there is growing focus on the eye health needs of young adults.

This premix for a blueberry-flavoured gummy contains lutein, zeaxanthin, vitamins C and E, and niacin, which have been found to protect against blue light and support eye health. [http://#\_edn3]3

## Kids' Multivitamin gummies

These gummies are powered by a Prinova premix including vitamins C, E, D3, B6 (pyridoxine), B7 (biotin), and B12 (cobalamines), as well niacin. They offer an easy way to help boost kids' immune systems and support healthy bones and teeth. They are available in a variety of flavours and in a vegan version.

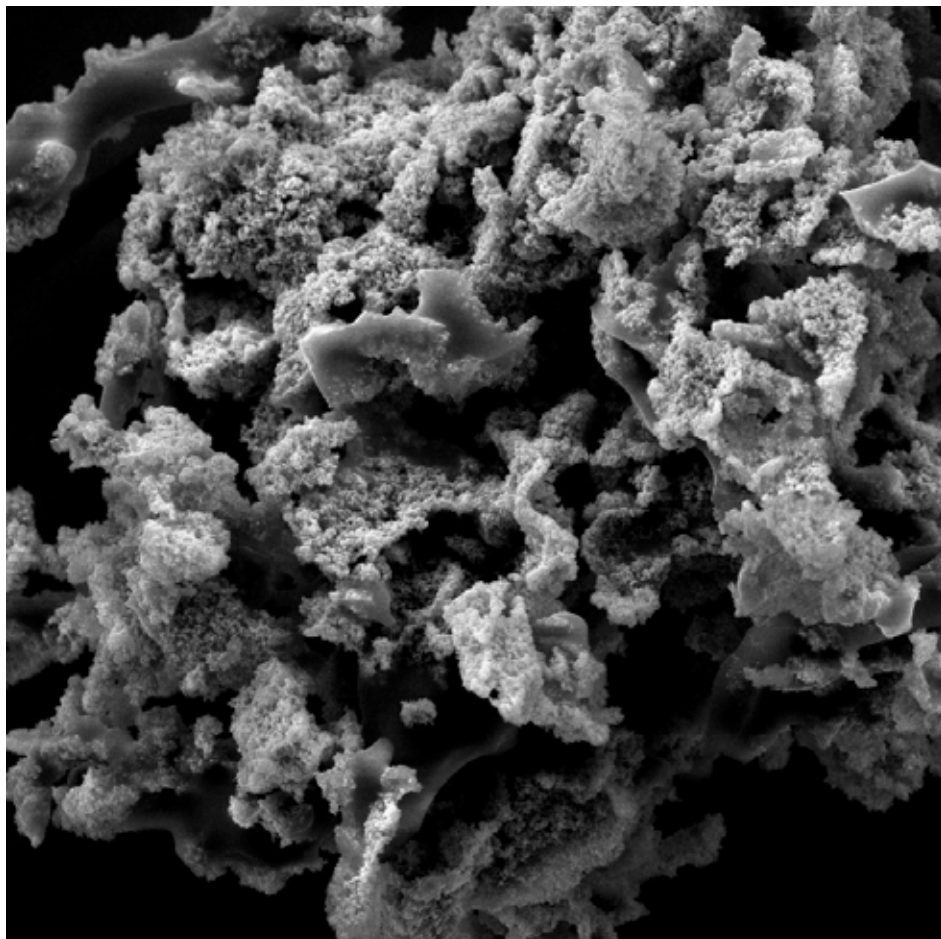
Tony Gay, Head of Technical Sales & NPD at Prinova, said: "Whether it's kids who need vitamins for immunity, digital natives seeking to protect their eyes, or over-50s battling osteoporosis, we can help deliver bespoke solutions for the modern consumer. These wide-ranging, custom formulations show how Prinova can meet consumers' needs at any stage of life through great-tasting, convenient food and drink products." **AFJ**





## Tate & Lyle partners with Zymtronic to leverage novel enzyme immobilization technologies

*Zymtronic, developer of revolutionary enzyme immobilization technologies, and Tate & Lyle PLC (Tate & Lyle), a leading global provider of food and beverage ingredients and solutions, today announced a new partnership.*



This partnership includes an investment by Tate & Lyle in Zymtronic's cutting edge enzyme immobilization platform that will enable the US-based company to drastically scale up its production.

Zymtronic's enzyme immobilization platform helps to transform ingredient manufacturing by improving the productivity of biocatalysis. This is achieved through the immobilization of enzymes onto magnetic metamaterials to increase the efficiency and sustainability of enzyme-based industrial processes. The technology, originating from Cornell University (Ithaca, NY), has broad applications in the food & beverage, flavor & fragrances, pharmaceutical, chemical and agricultural industries. Tate & Lyle's investment in Zymtronic will enable

the company to improve and innovate upon their technology, with the goal of scaling up their platform to support process scale production. Zymtronic is initially working with Tate & Lyle to improve the use of enzymes in the production of certain ingredients and

improve cost efficiency.

The two companies were brought together at Rabobank's TERRA Accelerator 2019 in San Francisco, US. As part of the partnership, the retired Chief Technology Officer of Tate & Lyle, Michael Harrison, will join the board of Zymtronic, aiding the company with his wealth of experience within the food and beverage ingredients market.

"Consumers worldwide are looking for healthier food and drink, and we are proud to have the ingredients to help deliver just that. Improving lives for generations is at the heart of what we do, so we are excited to harness the power of Zymtronic's enzyme immobilization platform, which will make our manufacturing processes more efficient. The platform also has the potential to accelerate our ability to make our ingredient solutions accessible to more consumers," said Andrew Taylor, President of Innovation and Commercial Development, Tate & Lyle.

"We are delighted to announce Tate & Lyle as our first corporate partner. Their investment will enable us to further scale up our enzyme immobilization technology, advance our processes, develop our own target ingredients, and grow our team," said Stéphane Corgié, Founder and CEO-CTO, Zymtronic. **AFJ**

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# Vertical instead of horizontal: how motion plastics make agriculture sustainable

*Lubrication-free tribo-polymers ensure the reliable operation of vertical farming systems*

According to the United Nations, world population will grow to 9.7 billion by 2050. In particular, the population of the cities will increase significantly. Vertical farming is considered promising alternative to conventional methods to produce food for the growing number of urban dwellers, reliably and cost-effectively. In these vertical farms, motion plastics from igus already play a major role in their cost-efficient and reliable operation.

With 7.7 billion people currently living on earth and the world population continuously increasing, the production of food has become a growing challenge. Added to this is progressing urbanisation: more than half of the world's population already live in cities and metropolitan regions. However, conventional farming is only possible to a limited extent, because agricultural land has become scarce. Food must therefore be transported to the urban centres from distant regions. One solution is provided by so-called vertical farming. Different levels in enclosed buildings are used for food production. The objective: reduce production costs, transportation costs and resulting CO<sub>2</sub> emissions. At the same time, the vertical arrangement of production utilises small

spaces in urban areas ideally in order to generate the greatest possible agricultural yield from a small surface area.

## High-performance polymers display their strengths

The machinery used in vertical farming works in a highly sensitive environment. The motion plastics from igus are ideal for use in this type of food production. This ensures freedom from maintenance and trouble-free operation within a vertical farm. Due to the lubrication-free feature, FDA compliance and highest hygiene standards, plants, vegetables, salad and fruit are not contaminated. In addition, the tribo-polymers are corrosion-free and low-maintenance as well as resistant to dirt, dust and soil. There is also great potential in the concepts of autonomously operating, fully automated vertical farms. Low Cost Automation systems enable cost-effective vertical planting, harvesting or packaging throughout the year, along with a quick return on investment.

## Vertical farming is no longer a dream of the future

Living Greens Farm is exemplary for its vertical farms. The idea of the

US company is to convert vacant skyscrapers into vertically arranged farms. These cultivation techniques require special machinery for nutrient supply and irrigation of the plants. A patented traverse system equipped with igus e-chains carries enriched water directly to the plant roots. In an empty warehouse in Minneapolis, about 4,000 square metres of space is used in this way to yield the same quantity of food produced from more than 40 hectares of conventional agriculture. Intelligent Growth Solutions (IGS) also uses igus motion plastics for automation in vertical farming. One of the goals of the company, Growth Towers, is to make vertical farming more economical by improving productivity, yield, quality and consistency and by drastically reducing electricity and labour costs. The vertically arranged IGS systems must be reliable, yet low-friction and easy to maintain. The drylin linear guide systems from igus meet all requirements and ensure trouble-free operation of the system. A year after installation of the lubrication-free components, no noticeable wear of the bearing shell could be detected at inspection. **AFJ**



## Ruby, a breakthrough innovation

*More than 10 years ago, one cocoa expert discovered that components of certain cocoa beans could produce a chocolate with an exceptional flavour and colour. Since then, Rarry Callebaut has been unravelling the secret behind this, leading to the discovery of the Ruby cocoa bean and creation of a totally new chocolate. Like grapes for fine wines, cocoa beans are influenced by the terroir in which they grow. Ruby cocoa beans grow under unique climate conditions and can be found in Ecuador, Brazil or Ivory Coast.*

*Ruby chocolate contains no berries, berry flavour or colourings. Ruby chocolate unlocks dazzling taste experiences due to its unique fresh berry taste. The 4th chocolate next to dark, milk and white it offers innovation ideas for the next generation of your confectionery, bakery, ice-creams and desserts!*



- Around 100 Ruby chocolate products from over 40 chocolatiers and brands have been launched in Japan
- This Valentine's season, Ruby chocolate is available across Japan in more than 50,000 retail, sales and distribution outlets
- Barry Callebaut plans to also manufacture Ruby chocolate in its chocolate factory in Japan

Two years after the global introduction of the first Ruby chocolate products for consumers in Japan, the fourth type of chocolate continues to make waves. Today, Barry Callebaut AG, the world's leading manufacturer of high-quality chocolate and cocoa products, revealed that Japan is one of the biggest markets for Ruby chocolate.

On Valentine's Day this year, consumers in Japan will be able to get their hands on around 100 different Ruby chocolate products from various international and Japanese brands – in formats including

chocolate bars, bonbons, ice creams, biscuits and more.

Pascale Meulemeester, Managing Director for Barry Callebaut in Japan, said, "For decades, the Japanese consumers' preferences and cultural inclinations have trail-blazed trends in the region and beyond. At first attracted by its unique look, the trendy Japanese consumers have truly embraced Ruby chocolate as the fourth type of chocolate and are extremely curious to try it."

Research shows that 42% of the Japanese population is aware of Ruby chocolate and over 6 million consumers have already enjoyed it, even though it was not available everywhere in retail until now. 82% say they are interested in tasting Ruby chocolate in the future. And The Nikkei Trendy, a popular Japanese magazine that tracks trendsetters, put Ruby chocolate on its 'Top 30 Trends List' in 2019.

"In the past year alone, we have

witnessed the market embracing Ruby as a breakthrough innovation and is leading the world with ideas and applications that are setting a new standard for creativity and expertise in the market - and we are just scratching the surface," Meulemeester continued.

Japan's obsession with Ruby is here to stay and Barry Callebaut believes that its role is to facilitate the creativity of all brands and artisans alike and in doing so, shape the future of chocolate.

Chocolate manufacturers and artisan consumer brands are rolling out Ruby chocolate products in more than 50,000 distribution and sales points in supermarkets, convenience stores, train stations, hotels and pastry and chocolate shops across Japan this Valentine's season.

At present, Ruby chocolate for consumption in Japan is being imported. With the increasing demand for Ruby chocolate in Japan, Meulemeester revealed that the company's chocolate factory located in Takasaki (100 km northwest of Tokyo) is preparing to also produce Ruby chocolate locally for specific confectioneries and customers.

Considered by many chefs and experts as the biggest innovation in chocolate 80 years after White chocolate, Ruby chocolate ingested a new wave of creativity into the chocolate market, inspiring leading artisans and food manufacturers alike to introduce exciting products and applications.

This growing manifestation of indulging applications rides on Ruby's promise of a completely new taste experience, which is a tension between fresh berry-fruitiness and luscious smoothness. Ruby is an authentic chocolate made from the Ruby cocoa bean. To create Ruby chocolate, no berries or berry flavour, nor colour, is added. **AFJ**

# Kerry releases ProDiem Refresh

*A plant-based protein for waters, juices and energy drinks*

*This allergen-free, vegan protein ingredient — developed for low-pH beverages such as waters, juices and energy drinks — delivers a refreshing taste and clarity that is unrivalled in the marketplace.*

Kerry is pleased to introduce ProDiem Refresh as a plant-protein ingredient for use in low-pH beverages such as waters, juices and energy drinks. Developed using Kerry's leading protein expertise, ProDiem Refresh has been optimized to go easily into solution, and improve taste, clarity and stability. It delivers a new standard in protein enhancement in beverages without compromising either refreshment or flavour.

"ProDiem Refresh is unique on the market, and delivers outstanding functional and nutritional benefits while addressing the emerging consumer demand for more natural, plant-based, safe (allergen-free), clean label (no stabilizers required), and sustainable ingredients," said Mindy Leveille, Marketing Manager, Proteins for Kerry Taste & Nutrition. "Delivering superior stability and solubility in low-pH beverages compared to other ingredients on the market, ProDiem Refresh is the first to provide a vegan, allergen-free protein solution for low-pH drinks. With ProDiem Refresh, consumers can get protein in lighter and more refreshing

beverages, all without compromising on clean-label, sustainability or taste."

ProDiem Refresh has outstanding functional and nutritional attributes and is vegan, allergen-free, non-GMO and clean-label. It also delivers excellent solubility, superior stability (without stabilisers), high clarity and low viscosity, while simultaneously delivering a clear, refreshing taste and a clean-label standing.

Strong market need for a vegan, allergen-free protein for low-pH beverages

Protein has been a trending consumer interest over the last few years, moving from the domain of the elite athlete into the mainstream as consumers learn more about its benefits. These consumers are perfectly aware of what these benefits are — energy, muscle and bone health, for example — and are seeking to incorporate more protein into their daily diets. This demand is driving the mainstream adoption of protein supplementation, propelling its reach into new food or beverages applications — low-pH beverages, for instance.

A key challenge for manufacturers to

date — and one that must be surmounted if market success is to be achieved — has been the fact that many proteins have significant solubility, clarity and stability issues when used in low-pH beverage applications. These often require stabilizers, a problem for manufacturers seeking clean-labeling. Furthermore, there have been significant issues in the past around taste — always the first driver in purchasing and something consumers simply will not compromise on.

Currently, only a few protein solutions exist in the marketplace for use in low-pH beverage applications. The main sources used in waters, juices and energy drinks are derived either from animals (i.e., containing collagen, dairy) or soy (i.e., an allergen in many markets). As a result, these protein sources have been unable to address the rising consumer demand for natural, plant-based, safe (allergen-free) and sustainable foods and beverages. This is the gap Kerry identified and sought to bridge, bringing to bear its almost 50 years of expertise in protein.

The result, ProDiem Refresh, offers outstanding in-solution solubility, clarity, and excellent shelf stability as it requires no stabilisers. This plant protein solution, unique in the marketplace, was developed specifically for low-pH beverages such as waters, juices and energy drinks, and succeeds in resolving the issues customers care most about, all while ensuring a low-pH drink offering that offers an environmentally friendly protein source. As the only solution available today that offers this high level of performance in taste, solubility and stability, ProDiem Refresh is the best option to achieve refreshing, low-pH protein beverages. **AFJ**



**ProDiem™ Refresh is a pea protein hydrolysate ingredient developed for use in low-pH beverages such as waters, juices and energy drinks. ProDiem Refresh has outstanding functional and nutritional attributes, e.g., it is vegan; allergen-free; non-GMO; halal/kosher; and clean-label (no stabilisers required). It also delivers excellent solubility; superior stability; high clarity; low viscosity; and a clean, refreshing taste. Developed using Kerry's leading protein processing and taste expertise, ProDiem Refresh has been optimized to go easily into solution, and improve taste, clarity and stability. It delivers a new standard in protein enhancement in beverages without compromising either refreshment or flavour.**



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## Diego Hervás, new CEO of Comexi



Diego Hervás

*The appointment of Hervás, independent member of the board of the company until now, is a clear commitment to the promotion of innovation and technology*

Comexi, a global supplier of solutions for the printing and flexible packaging industry transformation, has appointed Diego Hervás as the new CEO of Comexi from 1st January, 2020. Hervás, who was born in Barcelona and has extensive executive experience, replaces Jeroen van der Meer, who had held the position since 2014 and who will continue to be involved with Comexi to ensure as efficient a transition as possible.

Comexi faces 2020 with the assurance that the commitment to a more innovative and technological vision will yield results, together with Intelligent Data Management and active listening with clients. In 2019, after closing the loss-making rotogravure unit in Italy, the company managed to return to profits despite the economic slowdown in the market.

The signs of the flexible packaging sector are good, as shown by the last K Fair in Dusseldorf, held more than two months ago, where Comexi closed the sale of eight machines. Talks were also established for 50 new projects with several global companies.

Throughout the days of the fair, as a novelty, visitors were able to directly test the operation of Smart Glasses, a

technology that allows real-time remote communication with the exchange of images between the customer and Comexi engineers. Another global innovation was the Comexi Cloud, the new digital platform that allows analysis of the production process, control and optimisation of costs and materials, and placing orders online for spare parts.

Diego Hervás takes over the CEO role of Comexi in a context in which the market is evolving rapidly and the ability to adapt immediately is essential, in order to remain a technological reference as well as a supplier with the maximum reliability.

For more than a year, Hervás has been an independent member of the board of Comexi. This has given him a broad understanding of both the market and of the structure and operation of the company. In addition, his professional profile is ideal for taking on the task of maximising innovation and the use of technology at Comexi.

AFJ

## New Head of Quality Control at Euromed

*Mollet del Vallès (Spain), January 2020: Euromed, a leading producer of standardised herbal extracts, has appointed Xavier Ragàs as new Head of Quality Control. Xavier has a PhD in Chemistry, covering organic and analytical chemistry, photochemistry and microbiology.*

After finishing his degree in 2010, Xavier began working as a lab technician at Bunge, an international agribusiness and food company. Having been promoted to the position of Quality and Food Safety Manager, he was responsible for implementing new analytical techniques, supervising internal laboratories and monitoring and adapting plant processes, in line



Xavier Ragàs

with ISO standards and feed safety certifications.

In 2015, Xavier joined Morchem, an adhesive producer mainly focused on flexible packaging. As Quality Manager, he led the quality control department in its transition from an old ERP to a brand new SAP system.

In his new role as Head of Quality Control at Euromed, Xavier is responsible for quality and process control from the raw materials to the finished products. Euromed products begin with botanicals that are verified, grown and harvested properly to preserve plant integrity and bioactive profiles. Each production batch – from the herb to the final extract – undergoes several laboratory tests for identity, potency and potential impurities to guarantee the highest standards. From botanical macro- and micro-identification and control of active principles and potential impurities to chromatographic analyses, the company tests botanical raw materials exhaustively, in accordance with international regulations. AFJ

## Syntegon Technology appoints Dr Michael Grosse as Chief Executive Officer

• Dr Grosse will assume office

on March 1, 2020

• *Current CEO Dr Stefan Koenig to leave Syntegon Technology*

• *Further addition to Syntegon Technology's management team: Dr Walter Bickel becomes Member of the Executive Board*

Syntegon Technology, a globally leading supplier of processing and packaging technology, appoints Dr Michael Grosse as new Chief Executive Officer (CEO). Most recently, Michael Grosse was a member of the Management Board of Tetra Pak. He has relevant leadership and management experience in the international mechanical engineering industry, particularly in the areas of process and packaging technology for the food industry. Michael Grosse joined Tetra Pak in 2003 and was, among other things, responsible for expanding the global services business. Furthermore, he is an expert for new product development and process technologies. Thanks to his many years of experience, he has built an extensive network and close relationships within the food industry. Before joining Tetra Pak, he held several management positions in the automotive industry. Michael Grosse will take up his post on March 1, 2020.

He will succeed Dr Stefan Koenig, who spent a total of

24 years working for the Bosch Group, ten of which at Syntegon Technology, or Bosch Packaging respectively. Since 2017, he has been leading the company as CEO. In 2019, he was in charge of the company's spin-off from Robert Bosch GmbH and its subsequent sale.

"We are very pleased to have won Dr Michael Grosse, an extremely experienced and successful manager, for Syntegon Technology. Almost two decades of management experience in the packaging machinery industry and an international industry network are excellent prerequisites to further advance the successful development of Syntegon Technology. At the same time, I would like to express my sincere gratitude to Dr Stefan Koenig. He has done Syntegon Technology a great service – under his leadership, the company has not only become independent but also more profitable and more competitive," says Marc Strobel, Chairman of the Supervisory Board of Syntegon Technology.

"I am very much looking forward to my new position at Syntegon Technology. Because of its high standards in quality as well as its long tradition, Syntegon Technology is an outstanding company in the packaging industry. Together

with the Syntegon Technology team, I will particularly focus on further improving customer satisfaction and profitability," says Dr Michael Grosse. "In addition, we want to offer our customers even more innovative and sustainable packaging solutions in the future and make full use of the opportunities offered by digitalisation".

In addition to the change at CEO level, Dr Walter Bickel will be appointed as a further Member of the Executive Board of Syntegon Technology as of March 1, 2020. In his new position, he will be responsible for driving the Group's transformation process forward decisively. Dr Walter Bickel has many years of leadership experience in top management positions within the mechanical engineering and automotive industry. He is a renowned expert in the implementation of holistic profit improvement programs, business model restructuring and leveraging additional growth potential. Between 2014 and 2018, he was CEO and CFO of the international foil manufacturer Treofan. Previous positions also include his role as COO and subsequently Member of the Supervisory Board of robotics manufacturer KUKA as well as Chairman of the Board of Directors of Maillefer Group.

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# BookDoc – adding value to healthcare platform

*The Malaysian medtech developer is leveraging wearable technology and working with insurance players to maximize growth opportunities in the region.*

Three years may not sound like a long time, but in practical terms it is a make-or-break time frame for a start-up. If a firm has not folded, it may be only barely surviving and forced to pivot away from the original business plan.

Thankfully, says Dato' Chevy Beh, his brainchild BookDoc – an online and mobile platform that improves access to healthcare products and services launched in 2016 – is not only very much alive but thriving.

“We are growing and working towards profitability,” says BookDoc’s 33-year-old co-founder and CEO. “Anyone can start a company and get funding but the trick is to see if he’s able to break even, turn a profit and keep growing.”

Beginning life as a healthcare technology start-up almost three years ago, BookDoc’s initial aim was to match individual patients with health professionals of their choice to create a sustainable ecosystem between doctors, patients and employers.

Powered by its eponymous mobile app, Beh’s company has been successful in not only connecting consumers to the healthcare ecosystem but it has also provided a connection between licensed and most recently the insurance industry.

BookDoc today has 20 such clients, including Top Glove, Petroliam Nasional Berhad, Malaysia’s Ministry of Health, KPJ Healthcare and Ramsay



Dato' Chevy Beh, BookDoc, Co-founder and CEO

Sime Darby Healthcare. Regionally, its services are used by PT Siloam International Hospitals in Indonesia and Bumrungrad Hospital in Thailand.

BookDoc’s earnings are derived from fees charged for managing these clients’ corporate health programs and overall healthcare benefits schemes. They include the administration of the management of health screenings, dental and optical benefits and other wellness programs including gym membership.

Beh reveals that BookDoc is now tied up with four insurance firms – Sun Life Malaysia, RHB Insurance,

Prudential and AXA in Malaysia. “We are pioneering a new form of flexible premium schemes where those who are deemed to be healthier can receive better rebates,” he explains. “We do this by using wearable technology such as smart watches to track everything from calories, health rate count and steps walked to sleeping patterns.

“We extract the data and integrate it with our BookDoc app. We are device independent – you could wear an Apple Watch or Fitbit or Samsung, and we can track them all. In fact, we plan to include other metrics such as blood pressure records, glucose tracking weight management in the future. And we charge for providing this data,” Beh says.

BookDoc has grown to about 40 employees over the past two years and although Beh declines to be specific, he says Book Doc’s revenue has grown from tens of thousands to over millions in US dollars today.

“We don’t need any additional funding to grow for now. But we may consider a strategic partner if warranted,” he says, adding the firm is just shy of breaking even and is expected to do so in 2020.

“This year, our key markets to grow will be Singapore and Hong Kong, and of course our home market Malaysia. We also plan to leverage our new partnership in Indonesia and Hong Kong and we’re confident of success,” he says. **AFJ**





# Syntegon Technology: New standards for sustainable materials in horizontal flow wrapping

- *Innovative applications for paper and monomaterial from the test laboratory in Beringen, Switzerland*
- *“paper-ON-form” retrofit kit for cold-sealable paper packaging on existing horizontal flow wrapping machines, suitable for papers from different packaging material manufacturers*
- *Extended hub length of the Amplified Heat Sealing technology allows extended sealing time, especially suitable for monomaterials*

Beringen, Switzerland/ Duesseldorf, Germany - At interpack 2020, Syntegon Technology, formerly Bosch Packaging Technology, will showcase two innovations, including its “paper-ON-form” upgrade kit for horizontal flow wrapping machines to form cold-sealable barrier paper. The solution was engineered in the company’s own development center in Beringen, Switzerland, and consists of a patented flow-wrap forming unit and sealing jaws for paper cold-sealing applications. The new kit is already being used on existing lines from international manufacturers for packaging chocolate bars in paper. Syntegon Technology will also present an extended stroke length for Amplified Heat Sealing (AHS) applications on new horizontal flow wrappers. The innovation helps to optimize the thermal heat input and enables faster processing of monomaterials. “Sustainable paper and mono-material packaging is trending. As an innovation leader we act in a future-oriented, sustainable way. Our upgrade kit allows customers to transition to sustainable packaging materials like cold-sealable paper on their existing horizontal flow wrapping machines – without any restrictions regarding speed or format,”

says Christoph Langohr, Project Manager of Sustainability Horizontal Packaging at Syntegon Technology.

## Revolutionary paper packaging

The patented forming unit shapes paper without creasing or tearing it, and the customized cold sealing jaws gently create the sealing seams. At interpack, the new product will be presented as part of the Sigpack HRM bar-wrapping line and the Syntegon Pack Series flow wrappers. “Comprehensive tests and first field applications have repeatedly demonstrated that there are no restrictions regarding output rates, thus proving that paper flow wrapping easily matches the performance and usability of conventional flow wrapping,” Langohr states.

## Enhanced flexibility

“The ‘paper-ON-form’ upgrade kit can be used for different types of paper as well as for conventional packaging materials, which makes it possible to gradually switch to paper,” Langohr further explains. The forming unit and sealing jaws are pre-configured by the Syntegon Technology experts based on the desired pack size and the material

characteristics before being installed on existing Syntegon Technology machines, such as the Sigpack or Pack Series flow wrappers.

## Amplified Heat Sealing with extended stroke length

Amplified Heat Sealing (AHS) technology with linear drive was first introduced in 2017. By superimposing the rotational movement of the sealing tools on the linear movement of the transverse sealing station, the heat input into the packaging material can be increased, which allows for an optimal sealing quality. At interpack 2020, Syntegon Technology will unveil the new AHS. Since monomaterials often consist of a more temperature-sensitive outer layer than composite films, it can easily lead to faulty sealing seams. The AHS technology ensures an accurate heat input, which makes it easier to process delicate monomaterials for products such as cookies and crackers.

## Holistic approach: Focusing on the packaging process

Wrapping products in paper requires particularly gentle handling in the subsequent packaging processes to avoid tears in the paper and to maintain the material’s protective barrier properties. As a systems provider, Syntegon Technology offers everything from primary and secondary packaging to transport packaging, ensuring a holistic, sustainable approach to customer’s packaging requirements. In addition to Syntegon Technology’s large portfolio, they also offer comprehensive services such as preventive maintenance and spare parts management.

The innovations from Syntegon Technology, formerly Bosch Packaging Technology, will be on display at interpack 2020 in Düsseldorf, Germany, May 7 to 13, 2020 in hall 6, booth A30-C30. **AFJ**



# 2020 and beyond: Key trends impacting the labelling market

As we look ahead to 2020 and beyond, it is clear that the labelling market is being driven by the broader IT trends of digitization and modernization. These trends are fuelling the development of the market and will accelerate over time. In enterprise resource planning (ERP), for example, this combination of digitization and modernization is transforming systems, with SAP software solutions in use today rapidly migrating from SAP ECC into the new business suite of SAP S/4HANA.

That's just one example but it is important because it is part of a wider IT modernization trend that ultimately impacts on labelling. When large enterprises update ERP, one of the natural consequences is that they will subsequently modernize their labelling systems and often migrate to, or implement a new standardized global labelling solution.

In other words, the impact on labelling is part of a wider chain of events driving IT modernization. And that chain is accelerating as new technology comes on stream. That is why we are seeing a pipeline of new opportunities for global labelling solutions or label management systems today across the industry that is larger than we have witnessed for many years. And we expect to see these trends speed up not just during 2020 but increasingly throughout the decade.

That chain of events is also increasingly leading to a modernization of hardware systems – something we again expect to see happening more and more throughout 2020 and beyond. As Windows mobile computers reach end-of-life organizations are changing them to Android mobile computers. The next link in the chain is that businesses start to standardize their printer estate. Instead of having multiple brands and models in place, they standardize on one brand and even one model. That reduces costs and the administrative burden as operations become more efficient and there is less need for support, even around basic tasks like loading media and changing printer settings, less operator training, fewer spare parts to stock and less unplanned downtime. It is a classic example of less is more. That, in a sense, is what is

happening in the industry today and what we see accelerating in the future but we are also witnessing a raft of newer trends coming into play that are set to impact the industry over the coming years. Take the migration to cloud, for example. This is already underway - and cloud labelling solutions are already up and running. Often though, some elements are still on-premise. Printer drivers that generate the printer command languages are still often located on local servers. Even they will move to the cloud over time.

In fact, driven by the latest evolution of the Internet of Things, the printers themselves will increasingly become connected. The technological capability has been in place before but the rest of the market has not been advanced enough to take advantage. Over the next decade, the advent of driverless printers in the cloud will be a key benefit for businesses as the migration to the cloud gathers pace.

In line with this, we will also see higher levels of cloud-to-cloud integration both of business systems generally and also of label management systems. The move to the cloud will reduce the complexity of the process for businesses and make label management simpler and more efficient.

Another trend we see accelerating is the convergence of labelling and marking. Most label printing in the past has been traditional thermal printing. Direct marking typically comprises continuous inkjet printing and laser etching. Historically, the two areas have been separate when it comes to management but they are now coming together, with users increasingly saying they want to use one system for both technologies.

## A Look at Regulation

Regulation across the sector has become more stringent in recent years and we only see that increasing in 2020 and beyond. The rules around labelling of allergens have been tightened in recent times and it is key that businesses ensure their labelling is 100% accurate in this area, not only for compliance but also in terms of public trust.

Moreover, the EU is to introduce a new medical device regulation (MDR) in May 2020. It is important that businesses



*By Ken Moir, VP  
Marketing, NiceLabel*

operating in this area work with label management system providers that enable them to maintain a validated, compliant labelling solution. Added to this, we are seeing Russia introduce serialization requirements on everything from alcohol to pharmaceuticals to fur. And as a result, large international businesses who trade with Russia are having to customize their labelling in order to comply.

The final area to cover here is RFID. We are seeing rapid adoption of this technology in the apparel and garment sector in particular – and there is nothing to indicate this trend is going to go away during 2020. In fact, we would expect other industries to adopt it in the future.

## Looking forward

In summary, as we look to 2020 and beyond these are exciting times for the labelling and label management industries. Trends like stricter regulation, serialization and the growth of RFID will continue to impact the sector but it is the modernization and digital transformation of the whole sector, including the move to cloud that is having the most profound impact of all on the labelling and label management markets today. **AFJ**

# Global whole grain & high fiber foods market revenue expected to grow at a significant CAGR, owing to growth witnessed by the health and wellness segment

*These insights are based on a report on Whole Grain & High Fiber Foods Market by Future Market Insights.*

According to the latest market report, revenue generated from the whole grain & high fiber foods market was estimated to be valued at over US\$ 43,714.3 Mn in 2018 and is projected to increase at a CAGR of 5.4% during the forecast period (2018-2028).

Consumers' rising awareness about the close association between food and health has been turning out to be one of the most important social developments in the recent past. Various factors such as busy lifestyles adopted by consumers, rise in the obese population, and consumption of unhealthy food have been driving the consumers to shift to healthy diets. Consumers take into account the type of food that they consumer on a day-to-day basis. As a result, products such as whole grain & high fiber foods have been gaining traction over the past couple of years among their target customers. Whole grain & high fiber foods are those products that have been processed into finished products sourced from whole grains or high fiber sources such as seeds & nuts. These whole grain and high fiber foods contain minimum 51% of whole grains or 10-15% of dietary fiber. These include products such as bakery, breakfast cereals, pastas, and savory snacks. Whole Grain & high fiber foods can also be sourced from multiple whole grain sources. Only finished and packaged products have been considered in the market for whole grain & high fiber foods, and the volume is based on the weight of the entire finished product.

The importance of whole grain & high fiber foods in the bakery segment has been enduring, owing to the rise in the number of diet conscious consumers. Whole grain & high fiber foods have a wide range of applications in the production of various bakery products such as breads, cakes & pastries, baking

ingredients & mixes, and other bakery frozen products.

On the basis of source, the whole grain & high fiber foods market is segmented into maize, wheat, brown rice, oats, rye, barley, quinoa, and multi-grain. In 2017, the wheat source segment accounted for the highest revenue share of 27.0%, and is expected to do so throughout the forecast period. By flavour, the fruit segment estimated to account for a 39.7% value share of the global whole grain & high fiber foods market in 2018. The food and beverages segment is expected to register a growth rate of 5.1% over the forecast period 2018 to 2028.

On the basis of product type, the bakery products segment is estimated to account for a more significant growth rate in the global whole grain & high fiber foods market over the forecast period. On the basis of region, the North American region has been estimated to dominate the whole grain & high fiber foods market, accounting for a significant revenue share of 24.3% in 2018, followed by Latin America in the global whole grain & high fiber foods market.

## **Macro-economic Market Factors Impacting the Whole Grain & High Fiber Foods Market**

*A majority of the manufacturers have been positioning themselves as health promoting companies in line with global changes in dietary guidelines*

The changing regulatory scenario has drastically affected the consumption of whole grain and high fiber foods, especially in North America. Over the past year, the sales of whole grain and high fiber foods have skyrocketed, and manufacturers are increasingly positioning themselves as healthy companies. With the changes in

guidelines, a major impact has been seen on product labelling and the marketing of products as a part of the health & wellness sector.

According to the 2015-2020 Dietary Guidelines for Americans released by the U.S. Department of Agriculture, 50% grains consumed by consumers should be whole grains to ensure proper nutritional supply to the body. Following these changes, health conscious consumers have very religiously started following this recommended consumption of whole grains and high fiber foods, which has resulted in an exponential surge in whole grain cookies and crisp product types.

## **New technological processes are being adopted by manufacturers**

New technologies are being developed that are aimed at utilizing the by-products of the milling industry to isolate active compounds for specific food applications, or altogether transform these components into forms that can be easily incorporated in food products without disturbing their texture and other characteristics. Other technologies developed are separating the right particle size whole grain flours for baking applications.

## **Key Producers of Whole Grain & High Fiber Foods**

Some of the major companies operating in the whole grain & high fiber foods market space are Kellogg Company, Nestlé S.A., Mondelez International, General Mills Inc., The Quaker Oats Company, Kind LLC, EDNA International, La Brea Bakery Inc., George Weston Limited, Barilla G.e.R. Fratelli S.p.A., The Hain Celestial Group Inc., Riviana Foods Inc., Mckee Foods, Pinnacle Foods Inc., Warburtons Limited, and others. **AFJ**

# The Asia Food Challenge reports \$800 billion investment opportunity in Asia's Agri-Food sector over the next decade

*The report estimates market to grow 7% per year; Asia to double its spending on food to over US\$8 trillion by 2030.*

PwC, Rabobank and Temasek released The Asia Food Challenge Report: Harvesting the Future, which delves into Asia's food and agricultural landscape. The report was launched in conjunction with the year's Asia-Pacific Agri-Food Innovation Week in Singapore.

It estimates that cumulative investment of US\$800 billion above existing levels over the next 10 years will be needed to grow Asia's food and agriculture industry to a sustainable size, in order for Asia to feed itself. The majority of these investments – around US\$550 billion – will enable key requirements around sustainability, safety, health and convenience. The remaining US\$250 billion will drive increased quantities of food to feed Asia's growing population.

Richard Skinner, Asia Pacific Deals Strategy & Operations Leader, PwC Singapore, said, "Asia faces a crossroads. On the one hand, current lack of investment, and the slow development and use of technology across the food & agriculture supply chain has held us back and left us dependent on others. On the other, we can reverse that by being at the forefront of technological innovation, disruption and use, transforming the industry and bringing benefits to the consumer, returns to corporates & investors and value adding jobs across Asia."

Together, the investments will unlock market growth of around 7% per year, with the region more than doubling its total spend on food to over US\$8 trillion by 2030. This presents a huge opportunity for corporations and investors to invest in Asia's Agri-Food industry by placing a stronger focus on promising high-impact innovations.

As countries around the world grapple with food shortage and the effects of climate change, the report addresses the challenges and opportunities that Asia's Agri-Food industry face. The region is urbanising rapidly and by 2030, it will be home to approximately 250 million more people who have a growing appetite for healthy food that is sustainably and ethically sourced.

Ping Chew, Asia Head of RaboResearch Food & Agribusiness, Rabobank, said, "Asia needs innovation and technology to transform its Agri-Food system into one that is ecologically and economically sustainable. Only through working together with shared responsibility and acting now can Asia feed itself while preserving the planet for future generations. Innovating for sustainability can also bring about value creation, and there are huge opportunities shifting into a more sustainable model that can tackle waste and supply chain inefficiency, produce higher yields, create platforms to connect, and introduce new products and processes."

The report identifies technology as a critical enabler in meeting these shifting demands, which will require significant investments across the industry. With the advent of the Fourth Industrial Revolution, technologies such as big data, robotics, blockchain and the Internet of Things will revolutionise traditional farming practices for the better, introducing new food and agricultural solutions<sup>1</sup>. From the development of alternative meat-based proteins, to high-tech plant factories that deliver a 400-fold increase over traditional methods, to modern aquaculture that will significantly reduce fish mortality and pollution levels to improve output especially for small scale farmers, there is great potential to explore these technologically-driven innovations.

However, the report revealed that investment in Asia's Agri-Food sector is lagging behind other regions, particularly North America and Western Europe, due in part to the sheer diversity of countries, their varying levels of economic development, and regulatory systems. To overcome these challenges, greater collaboration and shared responsibility between the public and private sectors in the region must be established. This involves stronger backing from governments in terms of policies and legislations that support new technologies and innovations, as well as the formation of corporate

venture capital teams and incubators.

One key way is to establish Agri-Food innovation centres to bring together relevant market players in the ecosystem, such as Tel Aviv, St Louis, San Francisco and Rotterdam. These hubs or gateways would involve the public sector fostering a suitable environment for startups, corporations and investors, with the private sector a critical driving force.

Several Asian cities, such as Beijing, Hong Kong, Mumbai, Singapore and Tokyo, also have the potential to become Agri-Food innovation hubs. Key criteria for success, including positive regulatory environments for startups and investment, technical expertise, talent, and a strong pool of investors, can be found in these cities. Take Singapore for example: it has already set in motion a range of government policies and initiatives to tackle food insecurity and develop itself into an Agri-Food innovation hub. Its Singapore Food Agency has also set a goal to produce 30% of the country's nutritional needs by 2030 by adopting new solutions and technologies to grow more with less.

Anuj Maheshwari, Managing Director, Agribusiness, at Temasek, said, "A fundamental change is required across the entire food supply chain in Asia to enable and sustain the region's food security. We see immense opportunities for start-ups, businesses and governments to work together in creating innovative solutions that can transform our global food systems. Sustainability is a key focus for us at Temasek, and we remain committed to deploying our capital purposefully across the whole Agri-Food value chain, as we invest for a better, smarter and more sustainable world." **AFJ**



# Rising Trends And Challenges In The Global Meat & Poultry Industry

*In the past few decades, the global production of meat and poultry products has doubled; it is projected to grow in the coming years, as the consumption of meat has been constantly increasing because of rapid economic growth, especially in developing countries. Meat & poultry products are a part of the normal diet in developed countries, whereas, in developing countries, they are used as substitutes of bread and low-cost foods.*

*The global meat industry produced about 336.4 million tonnes of output in 2018—an increase of 1.5 percent from 2017—recording the highest growth since 2014. On the other hand, the world’s poultry meat output increased by 1.3 percent in 2018 to reach a volume of 123.9 million tonnes, as per the Food and Agriculture Organization (FAO). The meat market overview published by the FAO in 2018 mentions that the market for bovine meat is likely to grow at the highest rate, in terms of value, followed by pig meat, poultry, and ovine markets. However, in terms of volume, the market for pig meat is growing, followed by poultry, bovine, and ovine meat markets.*



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## Meat & Poultry Food Applications Introduced by Fast-food Chains and Restaurants

Meat & poultry products form an important part of the regular diet in most of the countries. Owing to this, raw meat has been the primary product of the global meat industry for decades. However, the market scenario has changed; several applications such as ready-to-eat meat, frozen meat products, processed meat, and meat desserts have significantly established their market positions and have been in demand all over the world.

In developed countries such as the US, Canada, and the UK, processed meat, such as bacon, ham, sausages, salami, corned beef, jerky, canned meat, and meat-based sausages are consumed at a large level. Further, the humongous popularity of fast food meat products offered by Subway, McDonald’s, Taco Bell, Burger King, and Pizzahut has been the major driving force behind the wide consumption of a variety of meat products as well as the success of meat processing and fast food companies in these countries. These fast-food players have effectively established themselves in various emerging nations of Asia, which includes India, China, Thailand, and Indonesia. As a result, processed and fast food meat products have become mainstream products in Asian countries

as well.

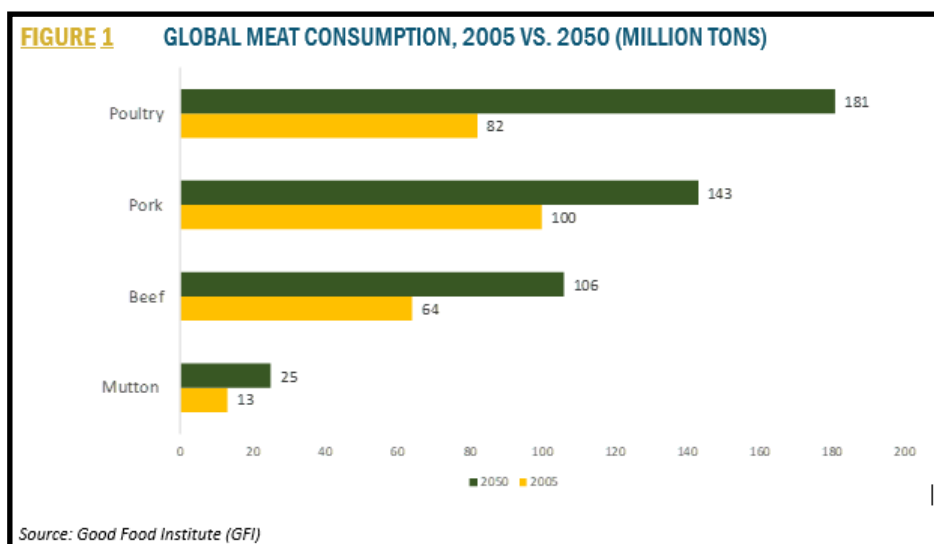
Meat products have always been observed to be an integral part of people’s diets for several decades. However, their use in the dessert category is being experimented. In the past decade, it has been noticed that several restaurants across the US are producing desserts by incorporating meat in them. Bacon Chocolate Crunch Bar at Animal in LA; Foieffles at Barmini; Rubber Duckies at Minibar in DC; Maple Glazed Bacon Apple Doughnut at Dynamo Donuts in San Francisco; and Ice Cream Sandwich a la Méat at Goldis Sausage Company in Austin are some of the examples of the types of meat desserts offered by various companies in the US.

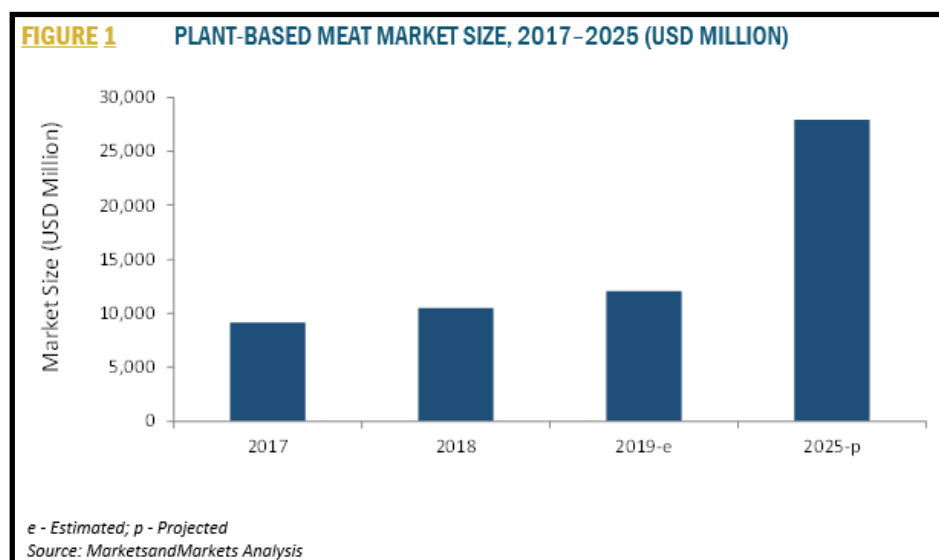
## Factors Driving the Consumption of Meat and Meat Products

Factors such as the adoption of new lifestyle trends; consumer perception about the high protein content of meat products; rapid urbanization and growth in the foodservice & retail industries have been driving the demand for processed meat products globally.

Besides, good management practices, streamlined production processes, and the use of new technology for preservation and packaging expanded the meat output volume in all the major regions of the world, especially in Europe and North America.

All these factors are projected to ensure that a constant rise in the





demand for meat and poultry products is achieved in the coming years.

A major rise in animal slaughter for meat was noticed in 2018 due to droughts in some parts of the world—in the US in the first half of the year; the European Union during the summer months; and Australia almost throughout the year.

**Demand, Export, and Import Scenario (2018)**

As per Food and Agriculture, across the various types of meat, bovine meat output registered the highest growth, with +2.1 percent; it was followed by poultry meat with +1.3 percent growth. However, the outputs for ovine meat and pig meat remained at +0.6 percent.

The volume of global meat exports in 2018 was 33.8 million tonnes—an increase of 2.9 percent from 2017. This upsurge is principally driven by the increased shipments from the US, Australia, Argentina, and the European Union. China remains the world’s largest meat importer. The country increased its purchases significantly, as the consumer demand for meat continued to rise amid a contraction in pig meat output, partly, due to the onset of the African swine fever. On the other hand, India’s exports in 2018 were curtailed, mainly resulting from the shutting down of slaughterhouses in Uttar Pradesh, a key meat processing state, and difficulties in transporting animals for slaughter.

Furthermore, an increase in imports has been observed in the Republic of Korea and Vietnam; while the Russian Federation, Saudi Arabia, and the US have cut back on imports.

**Challenges for the Global Meat Industry**

*Availability of Meat Analogues*

The presence of meat analogues or alternatives is presenting various challenges for the global meat industry. The concept of cultured meat is in the development phase and is soon expected to be introduced in the market. The development of sustainable methods for large-scale meat production by cellular agriculture is compelling the investors and a handful of start-up companies, such as MosaMeat, Memphis Meats, and Super Meat, to grow “clean meat” or “cultured meat”. This technology has attracted the interest of the world’s leading meat giants such as Tyson food and Cargill, along with billionaires, such as Richard Branson and Bill Gates. These factors have led to the development of the cultured meat market.

On the other hand, plant-based meat has been introduced globally, and the market is growing at a notable rate. Plant-based meat products are meat substitutes derived from plant sources such as soy, wheat, and pea. They mimic the characteristics of animal-based meat, in terms of taste and texture.

Industrialized animal agriculture has been intensively impacting the environment, human health, and animal welfare over the past several decades, which has led to serious environmental issues, such as an increase in greenhouse gas (GHG) emissions. Thus, government bodies across the globe have started paying more attention to sustainable solutions to the issues related to meat consumption and the associated adverse effects. For instance, in 2016, the Chinese government outlined a plan to reduce

the consumption of meat per person by 50%. Also, Good Food Institute (GFI) has significantly invested in various universities across the US to develop and evolve plant-based meat products. Some of these universities are Cornell University; the University of California, Davis; and the University of Minnesota.

**Environmental Concerns**

Environmental issues caused by livestock farming is another big obstacle to the growth of the meat industry. Animal agriculture is disturbing the atmospheric balance of the earth, as it contributes about 14.5% of the total greenhouse gas emissions (as per Environmental Protection Agency). As a result, there is a gradual increase in the use of sustainable food solutions to cater to the constantly increasing population and meat demands.

Besides, the rise in the inclination of people toward healthy lifestyles, along with various initiatives taken by government bodies across the globe, has created opportunities for the development of environment-friendly, healthier, and feasible solutions, such as plant-based meat, to reduce the consumption of meat.

Meat & poultry is one of the largest food product categories in the global food industry; it is projected to grow in the coming years due to various factors. However, various environmental concerns associated with livestock production are projected to affect market growth. Despite the threat, no significant reduction in the demand for meat & poultry products is expected in the next 5–10 years, unless any revolutionary developments, in terms of cost and texture, in the plant-based meat and cultured meat industries take place during this period. **AFJ**



# Protein waters without the taste of protein? It's clearly possible, says Arla Foods Ingredients

*A unique new product from Arla Foods Ingredients overcomes the taste and mouthfeel issues that have long challenged manufacturers of clear protein waters.*

The high-protein trend, demand for convenient Ready-To-Drink nutritional beverages and the success of the sports nutrition category have all driven consumer interest in clear protein waters. However, some brands have been reluctant to launch new products due to challenges with taste and dry mouthfeel.

Lacprodan® ISO.Water is a 100% whey protein isolate ingredient that overcomes these issues. Specially designed for clear beverages, it delivers great mouthfeel without the taste of protein, creating new opportunities for innovative products with a unique taste. Arla Foods Ingredients showcased the new product at Food Ingredients Europe.

Troels Laursen, Director, Health & Performance Nutrition at Arla Foods Ingredients, said: "Protein waters are a fantastic way to offer consumers healthy protein in a convenient, refreshing and low-calorie format. However the one box they haven't previously ticked is great taste. Lacprodan ISO.Water overcomes that challenge, paving the way for products with a far wider range of flavours. It will set a new standard for



clear protein waters that taste great as well as meeting nutritional needs."

Lacprodan® ISO.Water is ideal for use in ready-to-drink protein beverages. Made in Europe, it is sugar-free\*, fat-free\* and lactose-free, as well as Halal, Kosher and non-GMO.

Other Arla Foods Ingredients products on show at Food Ingredients Europe will include Lacprodan® HYDRO. PowerPro, which offers all the sports nutrition benefits of whey protein hydrolysate without the bitter taste. In blinded sensory evaluations it has been found to be 50% less bitter than comparable products with a similar degree of hydrolysis. **AFJ**

## IADSA widens scope of 'Mind the Gap' to include Omega 3 and folic acid

*IADSA has launched two new Mind the Gap resources explaining the critical importance of Omega 3 and folic acid in maternal and infant nutrition.*

'Omega 3: The Making of You' addresses a baby's first 1,000 days of life, from conception to the age of two, which experts believe are the most important in our lives. It explores how DHA Omega 3 is vital at this stage for the development of the brain and eyes during pregnancy.

It also looks at the link between Omega 3 and a reduction in the risk of pre-term birth, which results in the death of one million babies every year. Scientific evidence is outlined showing that DHA supplementation during pregnancy can help to increase the length of gestation in women, especially those with low levels of Omega 3 in their diet. The new Omega 3 resource was created with support from GOED, the Global Organization for EPA and DHA Omega 3s, which is a member of IADSA.

Also new to Mind the Gap is 'Folic Acid: The Best of Both Worlds', which explores the benefits of a combined folic acid strategy that encompasses both fortification and supplements.

Scientists agree that consumption of sufficient folate before conception and

during early pregnancy significantly lowers the risk of giving birth to a baby with an abnormality to the brain or spine – known as a neural tube defect (NTD).

However, a large proportion of pregnancies are unplanned, so many countries have put in place programmes to fortify foods with folic acid (the form of folate added to fortified foods and supplements). As a result, rates of NTDs have fallen. But more needs to be done, since globally there are still 18.6 NTD births per 10,000 livebirths.

The new Mind the Gap resource from IADSA highlights that in the USA, rates of NTDs are among the lowest in the world at just 5 per 10,000 livebirths. It explains how this can be attributed to America's combined approach of both fortifying foods with folic acid and recommending that women of child-bearing age consume a folic acid supplement daily.

Cynthia Rousselot, Director of Technical and Regulatory Affairs at IADSA, said: "Mind the Gap is changing the way we communicate positive stories about supplements. It provides a powerful visual tool, in both digital and physical formats, to explain the importance of supplementation in key areas of health and wellbeing. Our new Omega 3 and folic acid stories complement the existing vitamin D resources and we are already planning further topics for the Mind the Gap series."

The name Mind the Gap comes from the famous warnings posted at railway stations across the UK, advising passengers to beware of the space between the train and the platform. It evokes the difference between the amount of nutrients needed to optimize our wellbeing and the quantity we actually consume.

It also seeks to fill gaps in our knowledge, while showcasing the results of relevant research and real-life examples of successful national nutrition programmes. In addition, it looks at how supplements can enhance and optimize general wellbeing, delivering significant benefits for both individuals and wider society.

Based in London, IADSA is the international association of the food supplement sector, with members from six continents. IADSA is the global platform to guide the evolution of policy and regulation in the sector. **AFJ**

## Tree Nut and Dried Fruit Productions to Add up to 4.5 Million and 3.3 Million Metric Tons, Respectively

Northern hemisphere tree nut harvests progressed at a normal pace in most growing regions, yielding crops in line with overall expectations, both in terms of volume and quality. World tree nut production for the 2019/2020 season has been forecasted at about 4,538,000 metric tons (kernel basis, except pistachios in-shell), slightly up from 2018/19.

The biggest increments this season are expected for hazelnut and walnut crops. Hazelnut production is foreseen to be risen by 15% compared to the previous season to over 530,000 MT on account of increased crops from Turkey, the leading producing country, and some other origins such as France and Spain. World walnut crop has been forecasted at around 969,000 MT, 10% above the previous year due to significant rises in most producing origins.

World peanut production has been anticipated to remain within the previous season range, amounting to 40.9 million with the largest crop increments from the prior season forecasted for China, India, Brazil and USA.

The world production of dried fruit in 2019/20 has been forecasted at circa 3,283,000 MT, a growth of 5% compared

to 2018/19. The greatest increments are expected for table dates (up 9% to 1,226,000 MT), prunes (up 9% to 215,800 MT) and dried figs (up 17% to 158,500 MT). **AFJ**

## Comexi Strengthens its Position in Europe Through the Sale of a State-Of-The-Art Fully Automatic Flexo F1 With Robot to Termoplasti-Plama

*The flexographic press with an anthropomorphic robot for the changeover of sleeves will be installed in the facilities of the Slovenian company*

*The agreement between both companies includes the creation of a democenter in Termoplasti-Plama that will allow Comexi to showcase this technology*

Comexi, the global supplier of solutions for the printing and flexible packaging industry transformation, has begun the manufacturing of another completely automatic flexographic press, the Comexi F1, for Termoplasti-Plama. The collaboration between the two companies reinforces Comexi European installed base and consolidates its position as supplier of innovative solutions for the most demanding customers. The agreement with the Slovenian company will allow Comexi to access a logistically strategic area of great importance, due to its location in the centre of Europe. The partnership between the two companies

includes the creation of a show room, which will be located in the same facility, allowing Comexi to demonstrate to customers the advantages of introducing fully automatic solutions into high speed and large repeat flexible packaging press.

“We decided to acquire a printing press from Comexi, they are a reliable, innovative and customer-oriented partner, which is absolutely necessary in today’s business world. During the testing of their machine and those of other suppliers, Comexi machines delivered unrivalled printing quality results at the higher speed, and with the quickest changes between production orders,” stresses Sandi Prosen, CEO of Termoplasti-Plama. “It is also a great advantage that they integrate the manufacturing of the core elements of the machine, which includes the central drum, the printing mandrels and the printing unit frames. Furthermore, the company offers exceptional support for printing, laminating, and slitting technology. All Comexi current customers endorsed Comexi for its fast and efficient after sales service support,” emphasizes Prosen.

Termoplasti-Plama has been the leader of the plastic processing market in the former Yugoslavia, since 1958. They have acquired an abundance of experience with polyethylene packaging printing, as it was the first company to produce this type of product. The company is customer oriented, adjusting all their products to the request of every industrial customer.

“We are very happy to collaborate with Termoplasti-Plama, a leader in its sector and a highly prominent company in the market,” says Alessandro D’Agostino, Comexi Area Manager of the Balkan countries, who also adds that this agreement is very important “from a logistics position, due to the location of Termoplasti-Plama being in the centre of Europe and that is a very good company reference in the area”. The collaboration will benefit both companies, as the new flexographic press will be installed in a separate Termoplasti-Plama facility, which will also be a Comexi European showroom and democenter. “This agreement allows us to exhibit our flexographic technology with a fully automatic robot to every customer interested in flexo technology. Furthermore, with this collaboration agreement, Termoplasti-





Plama will receive Comexi's special training and service package, which is focused on improving productivity while ensuring the machine performs at the highest level. This partnership between the two companies has already begun as a win-win collaboration!"

The F1 press is Comexi's most advanced solution to the current challenges in the flexible packaging market. The need of creating customized packaging has led to the proliferation of the number of SKU's and an increase in number of production changes. This flexographic printing machine incorporates a unique solution with an anthropomorphic robot, which is capable of automatically manipulating all the sleeves involved in the printing process (anilox, plate and intermediate sleeves), reducing the time needed for job changeover, while printing at a speed of 600 meters per minute. "We were the first company to develop a fully automatic sleeve change system with an anthropomorphic robot, and today we have already installed more than 20 machines of this type worldwide" says D'Agostino, who highlights that this system "offers the fastest changeover time in the market, making the whole process more efficient and productive". The Comexi F1 acquired by Termoplasti-Plama includes all the state-of-the-art peripherals to increase its efficiency, due to the incorporation of the patented "Cingular Real" system, which offers 100% pressure and register setup with minimum waste and colour matching through "Cingular Match." **AFJ**

## Group joins the Global Plastic Action Partnership

Suntory Group announced that it has joined the Global Plastic Action Partnership (GPAP), a global platform that works to effectively and sustainably reduce plastic waste and pollution around the world. This partnership will help Suntory be part of a more sustainable society while also exercising dynamic leadership in the transformation to a circular, post-carbon world.

"In alignment with our corporate philosophy, 'To create harmony with people and nature,' and our promise to stakeholders, 'Mizu To Ikiru' ('living with water'), the Suntory Group promotes global sustainability management throughout all levels of the company," said Takeshi Niinami, CEO of Suntory Holdings. "This includes the recent creation of the company's plastic policy, where Suntory will transition to producing fully sustainable plastic bottles globally by 2030 through switching to recycled or plant-based materials. By joining GPAP, we are able to foster a better public-private sector collaboration and contribute to a more sustainable society. We continue to devote ourselves to technological developments and look for ways to lead our peers in the resolution of global issues."

"By joining the Global Plastic Action Partnership, Suntory is taking on an important and substantial leadership role in the fight against plastic pollution both regionally and globally" said Kristin Hughes, GPAP Director and Member of the Executive Committee at the World Economic Forum. "As a giant in the food and beverage industry and one of the most influential brands in the Asia-Pacific, Suntory's adoption of sustainable plastic policy signals a clear commitment to sustainability and accountability that is being heard across the region. Many others in the consumer products space will be looking to Suntory for a successful model of how a leading business can integrate sustainability into its supply chains, promote the shift toward a circular plastics economy and leave a lasting, positive impact on the environment."

GPAP, a global alliance co-founded by a coalition of public and private allies, harnesses the convening power of the World Economic Forum to bring together governments, businesses and civil society in the transition toward a circular economy for plastics. Its diverse network of members includes the governments of the United Kingdom and Canada, influential companies and investors, expert researchers and civil society organizations. In addition to fostering exchange, collaboration and scaling of solutions at the global and regional levels, GPAP is initiating pilot partnerships with the governments of Indonesia, Ghana and Vietnam to address projects at the national level. **AFJ**

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# AIM ImmunoTech Files three provisional patent applications surrounding Ampligen(R) for use against the SARS- like Wuhan 2019 Novel Coronaviru

• *Ampligen(R) obtained 100% survival rate at clinically achievable human dosage levels for SARS in animal experiments*

• *Ampligen key to proposed broad-spectrum 'universal' coronavirus vaccine*

AIM ImmunoTech Inc. (NYSE American:AIM) recently announced the filing of three provisional patent applications related to its drug candidate Ampligen in the company's efforts toward joining the global health community in the fight against the deadly Wuhan coronavirus that has so far infected approximately 40,000 people and killed almost one thousand, primarily in China.

Coronaviruses are a large family of viruses, including the deadly Severe Acute Respiratory Syndrome (SARS). After a 2002 SARS outbreak in the Guangdong province of southern China caused more than 8,000 cases and more than 800 deaths, the United States' National Institutes of Health contracted studies to evaluate potential treatments for SARS. Ampligen achieved a 100% survival rate - as compared to 100% mortality - at clinically achievable human dosage levels in animal experiments. The SARS virus is very similar in key RNA sequences to the Wuhan coronavirus,

and the company expects Ampligen to be similarly effective with the Wuhan coronavirus.

AIM - which is an immuno-pharma company focused on the research and development of therapeutics to treat immune disorders, viral diseases and multiple types of cancers - is already focused on avenues to provide the company's Ampligen technology to the countries primarily afflicted by the pandemic.

AIM believes that Ampligen has the potential to be both an early-onset treatment for and prophylaxis against the Wuhan coronavirus, which originated in China before quickly spreading to other countries. The company's three provisional patent applications include: 1) Ampligen as a therapy for the Wuhan coronavirus; 2) Ampligen as part of a proposed intranasal universal coronavirus vaccine that combines Ampligen with inactivated Wuhan coronavirus, conveying immunity and cross-protection and; 3) a high-volume manufacturing process for Ampligen. Under the Patent Cooperation Treaty of 1970, which provides international protections for patents, the three provisional patent applications can convert to international patent applications based on the date of their filings. Alternatively, direct national filings in many countries are possible under the Paris Convention for the Protection of Industrial Property of 1883 - an international agreement. China, the epicenter of the epidemic, is a signatory of both the treaty and the agreement.

"Our analysis of the RNA sequences of the SARS virus and the Wuhan coronavirus and our research lead AIM to believe Ampligen has significant therapeutic potential as both an early-onset treatment and prophylaxis against this new and deadly virus," said AIM CEO Thomas K. Equels. "If clinical trials follow the results of SARS animal testing, this means helping people who are already sick as well as a prophylaxis for people directly exposed to the virus as it spreads, which is especially important for the medical professionals in hospital-like settings working to contain the global emergency, and those people quarantined in camps and on cruise ships. AIM's universal coronavirus vaccine concept is primarily meant to inoculate against the Wuhan coronavirus, but, through Ampligen's unique capabilities,

could also protect against other forms of coronavirus and future mutations of the Wuhan coronavirus. AIM is a small immunological research company, but we want to do our part. We believe humanity must stand together to defeat such viral threats. This is our effort to make a difference in this worldwide threat posed by the Wuhan coronavirus."

Ampligen is the only known specific Toll-Like Receptor 3 agonist based on synthetic double-stranded RNA with a well-developed intravenous, intraperitoneal and intranasal safety profile while demonstrating strong antiviral activity against a broad spectrum of viruses. The drug is also being used in multiple ongoing immunology clinical studies. AIM has recently produced more than 10,000 vials of Ampligen. **AFJ**

## Comexi Consolidates Its Presence in Brazil with the Sale of an F2 MB Pressto Pamplastic

*The Brazilian company has opted for the flexographic press with Comexi gearless system in order to work with more safety, quality and productivity*

Comexi, a specialist in solutions for the printing industry and the conversion of flexible packaging, has consolidated its presence in Brazil after the sale of an F2 MB pressto Pamplastic Indústria de Embalagens Plásticas LTDA. The Brazilian company, which produces exclusive packaging based on the needs of each of its customers, became the fourth in the Santa Catarina (SC) region which relies on Comexi gearless technology.

"We decided to invest in the Comexi F2 MB as it is a more complete flexographic press in comparison to others which we find in the market, allowing us to work with more safety, quality and productivity," says Jocelio Pamplona, owner of Pamplastic. He



addsthat the Comexi F2 MB allows them to successfully completeall typesof jobs, “from the simplest, with 100% machine productivity, to the most complex, where the speed is not veryfast,but the highest qualityis ensured.”

Pamplastic is a flexible packaging industry that is based in the city of Gaspar (SC). The company was founded on March 1, 1999,with the objectiveof manufacturing recyclable plastic bags. Over time,it has expanded its product lines,currently operatingin the monolayer packaging market (technical films, bakery packaging, line refrigeration and packaging for the textile sector, etc.) and laminates (technical films, stand up pouch, side bags, four welds and side welding laminates, etc.). “Today our company is able toserve the entire market, focusing on quality as one of our pillars,” stressesPamplona.

The sale of the F2 MB is the first operation between the two companies. The owner of the Brazilian company believes that having the support of a company such asComexi “is of fundamental importance to us. We are moving in a new direction, thushaving information regardingthe obstacles we mightfind,makes everything easier,”commentsJocelio Pamplona, owner of Pamplastic.

“Pamplastic, a company with origins in gear technology, is growing rapidly in southern Brazil. It has built a new factory, outfitted with other machines, and has opted for a Comexi F2 MB flexographic press,” says André Pérez, Comexi sales manager in Brazil, who recognizes that for the company this partnership with Pamplastic is “very important. We are closely following and supporting

the transition they are making from gear machines to presses with gearless technology.”

The Comexi F2 MB press is an advanced machine designed to satisfy the print needs of medium runs in the flexible packaging sector of the retail and wholesale channel. This flexographic press shares the patented FLEXPRESS efficiency concepts of ergonomics and accessibility, as well as the level of performance and robustness with the rest of the Comexi F2 range. This is all integrated with a simplified drying system design. Without a doubt, the Comexi F2 MB is a highly productive and performing machine. **AFJ**

## Expat. Roasters leading the way in sustainable coffee packaging

*Bali based specialty coffee company Expat. Roasters has launched a new packaging range to support their commitment to sustainability and is leading the way in Indonesia by executing strategies like this.*

Launched in December 2019, Expat. Roasters has swapped out the traditional 1kg plastic foil lined coffee bag to a 2kg reusable tins for the wholesale sector of

their business. The pilot program will start within Bali with big plans to roll out across their entire customer database throughout Indonesia in 2020.

“I truly believe it is almost impossible to evolve in business without considering your carbon footprint and the impact on the environment. With any innovation in our business, we look at quality, consistency and the environmental impacts before we go to launch and the new coffee bean packaging for our wholesale coffee customers is something I feel really excited about,” says Expat. Roasters Founder Shae Macnamara.

“The beans will be roasted and packed as per usual in our Bali-based roastery and with each order the driver will swap the tins and replace with new ones. This eliminates all packaging for the customer. The tins have been made with a one-way valve so the quality will not be jeopardised,” added Shae.

According to Statista.com, Indonesia consumes approximately 282 million kgs of coffee per year. This is broken down into all different forms of packaging from 1kg bags right through to single serves (5g). That’s approximately 1 billion pieces of rubbish from coffee packaging alone.

The 200 gram retail coffee bags have also been replaced with a small aluminium tin with a ‘GOOD COFFEE SWAP’ campaign where once the customer returns the tin for a new one, they receive IDR10k of their next coffee tin purchase.

Other CSR practices within Expat. Roasters include the up-cycle of their



**Expat. Roasters newly launched coffee bean packaging**

leftover brewed coffee turned into soap bars which can be found in their retail outlets in Bali.

Expat. Roasters is continuously working to foster the burgeoning coffee and barista community of Indonesia introducing the culture of making a good brew across, one cup at a time. **AFJ**

## QAD Named to Food Logistics' 2019 FL100+ Top Software and Technology Providers for Second Straight Year

*QAD Inc. (Nasdaq:QADA) (Nasdaq:QADB), a leading provider of flexible, cloud-based enterprise software and services for global manufacturing companies, today announced that Food Logistics, the only publication exclusively dedicated to covering the movement of product through the global food supply chain, has named QAD to its 2019 FL100+ Top Software and Technology Providers list.*

The annual FL100+ Top Software and Technology Providers listing serves as a resource guide of software and technology providers whose products and services are critical for companies in the global food and beverage supply chain.

"Whether you're using sensors to monitor critical temperatures for perishables or a WMS to manage inventory flows in your warehouse, software and technology are playing a vital role



Food Logistics has named QAD to its 2019 FL100+ Top Software and Technology Providers list.



QAD participates in the development of several key global industry standards, and works with customers in a number of development and industry groups

in the food and beverage industry," remarked John R. Yuva, editor for Food Logistics and its sister publication, Supply & Demand Chain Executive. "The transparency and safety of the digital global food supply chain would not exist without innovations in software and technology. Our FL100+ recipients help drive supply chain compliance and regulatory changes that benefit everyone from the farmer to the food processor to the consumer."

With over 500 food and beverage manufacturing sites live in over 85 countries, QAD has a proven record of providing effective ERP (enterprise resource planning) for food and beverage manufacturers. QAD participates in the development of several key global industry standards, and works with customers in a number of development and industry groups. Knowledge gleaned from these initiatives lets QAD incorporate industry best practices into its QAD Adaptive ERP and QAD DynaSys Demand and Supply Chain Planning (DSCP) solutions to help food and beverage manufacturers readily adapt to challenges in meeting consumer demand, inventory and supply chain management, financial management and compliance needs in today's global marketplace.

"It is a great honor for QAD to be included once again in this prestigious list of top providers," said QAD Director, Consumer, Food & Beverage Markets Stephen Dombroski. "It is an extremely interesting and complex time for Food & Beverage manufacturing. The industry is in great flux and disruptions are complicating the supply chain. Traditional tactics, processes and strategies no longer meet the challenges of the Food & Beverage industry. QAD's Adaptive ERP increases our customers agility, helping them to meet the new and developing requirements of the industry by combining advanced digital technologies and proven best practices." **AFJ**

## Innovia Extends Its Bopp Recycling Certification

Following the successful recycling certification of its Propafilm™ Strata SL high barrier film earlier this year by Interseroh, an Independent German recycling and consulting company. Innovia Films decided to extend the testing programme across all its uncoated, acrylic coated and EVOH barrier range of films.

Interseroh analyse and evaluate the packaging based on sound criteria along with the entire after-life processes (collection, sorting, recycling and processing). The result of their stringent analysis is a scale which determines whether the packaging is non-recyclable through to very good.

Stephen Langstaff, Global Business Manager, Packaging at Innovia Films states "This certification provides us with independent validation that our polypropylene films are fully recyclable."

Currently there is limited collection of flexible films across Europe which means that this valuable resource is being wasted. Everyday products that have been manufactured from polypropylene can be reclaimed and reprocessed back into polymer pellets for use in a diverse range of commercial and industrial applications such as the moulding of plastic parts for the automotive industry.

Langstaff continues "If collection streams were standardised across the UK and Europe, polypropylene and other polyolefins could be recycled and reused without significant problem. The next step for Innovia is to work with partners to develop a food compliant stream so that recycle can be incorporated back into film" **AFJ**

"The core competency of Pelican BioThermal and NanoCool — innovative temperature-controlled packaging — is very much aligned, but there is little overlap between our market segments and product technologies," said David Williams, President of Pelican BioTher-



mal. “Adding NanoCool’s capabilities to our diverse product line will help fuel our efforts to expand our offerings and bring further innovation to growing sectors of the life sciences industry spanning the globe. We will continue to lead innovation in temperature-controlled packaging with the addition of NanoCool’s customer-focused engineering approach — a methodology that both organizations fully embrace.”

NanoCool’s innovative evaporative cooling systems are the most convenient cold chain shipping containers available. With no need to refrigerate or pre-condition, NanoCool packaging can be stored at normal temperatures. A simple push of a button, engages the cooling technology and quickly conditions a payload space for shipping biological patient samples and other life science materials. These unique characteristics, and highly efficient volumetrics, make NanoCool ideal for markets including specialty couriers, diagnostic laboratories, clinical supply providers and gene and cell therapy organizations. The company also has a dry-ice friendly parcel shipper and a version of its cooling engine that patients can send in a shipping envelope from their homes. Combining companies opens the door for Pelican BioThermal to establish new customer relationships and further address cold chain challenges in these burgeoning markets.

“I’m thrilled to see NanoCool become part of the Pelican BioThermal family. The Pelican BioThermal brand is well known around the world for its temperature-controlled technology and we’re excited that our products will gain access to their resources and best-in-class industry expertise,” said Doug Smith, founder of NanoCool. “Since we primarily serve customers in the U.S., we look forward to leveraging Pelican BioThermal’s extensive global network to bring our innovative technology to more areas of the world – especially to areas where temperature-control is crucial.”

Smith will remain a consultant to NanoCool, and the NanoCool facility in New Mexico will continue to manufacture its products. Plans are underway to increase production at the facility to meet expected new sales following the acquisition. The approximately 60-person staff of NanoCool will be retained and new positions may be added to enhance operations and support sales growth. **AFJ**

## FHA-Food & Beverage spotlights tech innovation and industry transformation in new FoodTech Zone

To showcase local capabilities and set an exemplary model for the industry in the region, the new FoodTech Zone at the upcoming FHA-Food & Beverage, held 31 March to 3 April 2020 at Singapore Expo will underline best-of-breed agriculture and food innovations that have been making waves across and beyond Singapore.

Visitors at the FoodTech Zone will get to see latest innovations in agri-tech, aqua-tech, food science, process, packaging and automation technologies, refrigeration and air-conditioning technology, transport storage, logistics, sustainable packaging and food waste, from exhibitors such as BioPak Sustainable Solutions, Detpak Packaging, D-Logic Refrigeration, Epromas International, Japan Seiko Glass, Mill Powder Tech, Multivac, Newtech Machinery, SEPA Korea Corp and TUV SUD PSB, amongst others.

Beyond the exhibits, visitors can stay on to catch additional features such as specialised showcases and seminars to keep engaged throughout. These features include:



**Detpak, FHA-Food & Beverage exhibitor, to launch new sustainable packaging range (Photo credit: Detpak Packaging)**

- **FoodTech 4.0 Pavilion** -- showcasing the leading products and services for digitalisation, automation, aquaculture, sustainability, food waste, urban farming and more. Also housed within is the Dreamcatcher Theatre, a creative seminar space for thought leaders from Feed9B, GS1, Impossible Foods, Sustenir, The Good Food Institute, WWF and many others to share their insights and perspectives on agri-tech, blockchain, food tech, investments, start-up ecosystem and market opportunities for the industry.
- **FoodTech Start-up Village** -- Located within the FoodTech 4.0 Pavilion, the FoodTech Start-Up Village is a community gathering of innovative and cutting-edge solution providers supported by venture capitalists such as Ag-Funder, Atlas Ventures, Big Idea Ventures, DSG Consumer Partners, GROW and Innovate360, among others. These young entrepreneurs will get to network with the pioneers in the food tech space and will be invited to pitch new ideas to a panel of experts on the Pitching Floor.
- **NYP Learning Studio** -- Aimed at promoting continuous learning and reskilling, the NYP Learning Studio will focus on developing manpower capabilities, enhancing skills and competencies, and improving productivity for the food & hospitality sector.

“With the accelerated need for countries and regions in Asia to produce enough food in order to sustain rising populations, comes the demand for new and innovative ways to produce food locally, and preferably in an environmental-friendly way. In Asia we have already witnessed some instances

of sustainable food production and packaging, and the new FoodTech Zone is therefore designed with the sole purpose of underlining some of the recent innovations and best practices by the industry for our attendees at FHA-Food & Beverage,” said Mr. Martyn Cox, Event Director, FHA-Food & Beverage.

“A great brand should resonate with the ethos of today’s modern consumer. Alternative protein, food waste, and environmental sustainability are more than just fads. These are relevant topics modern consumers truly care about, creating potential for tremendous growth in the food tech space,” said Mr. Nadim Muzayyin, Analyst at DSG Consumer Partners -- a leading Southeast Asian & Indian consumer focused venture fund. “We are especially excited to be speaking at the Food Innovation Theatre and participating in the pitching panel at the FoodTech 4.0 pavilion at FHA-Food & Beverage. This is a great opportunity for everyone in the industry as we get to engage with new startups and young entrepreneurs who need the exposure and experience for their future growth.”

## FHA-HoReCa takes a deep dive into hospitality experiential trends in Asia

In the latest FHA Insider Special report ‘Experiential trends in hospitality: Behind the scenes’ published by FHA-HoReCa, Asia’s most comprehensive industry event for hospitality and foodservice supplies, industry experts shared their insights on what makes for a successful hospitality experience. With the expected growth of the global luxury travel market by US\$2.5 trillion in the next five years and increasing demand for more personalisation and experiences among travellers, Asian hospitality industry players have the opportunity to offer unique concepts and enhanced services to grow their markets.

The report highlighted the growing importance of storytelling and how au-

thentic and creatively crafted stories can contribute significantly to the success of a F&B or hospitality establishment. It also delved into the growing number of millennial travellers and their influence on the hospitality industry.

### Serving up authenticity and memorable experiences

Noting that just serving a delicious meal is no longer the end of an experience, Ben Gregoire, Vice-President of CKP Hospitality Consultants, explained that, “Good hospitality is all about providing memorable experiences for guests. Today’s consumers are more discerning than ever.” Gregoire added that establishments must consider every single aspect of the guest experience -- from the initial contact point to the moment they leave.

Agreeing, Anurag Bali, Assistant Vice-President, Food and Beverage, South East Asia & Australasia of the Shangri-La Group added, “It’s all about the guest experience and well-established, well-run concepts -- a strong story.” Pointing out the dining trends now making “a strong story” across the region, Bali shared that restaurants and eateries that incorporate other elements such as decor or music, in addition to a strong menu, are also attracting diners in Asia.

Indeed, with consumers more well-travelled and knowledgeable about the flavours of different food or the origins of certain ingredients, restaurants striving for authenticity will focus more on their food stories. According to Nicole Fall, Founder of Asian Consumer Intelligence and Head of Trends at Capchavate, this trend has resulted in “a virtuous cycle of restaurants upping their game attempting to recreate dishes as authentically as possible, whereas in the past, there was

more emphasis on localisation or changing particular flavours and ingredients to suit local palates.”

### Using technology to engage

Technology is also a great enabler as F&B operators can now use digital tools to further enhance the customer experience. Eric Chia, CEO of cloud-based loyalty software provider Advocado noted that “while many hospitality service providers are focusing on the operations (efficiency and productivity) side of the business, we see a great opportunity to use technology to grow, nurture prospective customers, and eventually turn them to loyal fans.”

Chia pointed out that capturing consumer loyalty in the current digital age is becoming difficult as well. He advised business owners who want to achieve “maximum bang for their consumer acquisition buck” to adopt innovative ways to capture and grow their customer base.

### Growing the generational markets

While millennials are the fastest growing segment in the luxury travel market, the hospitality industry should also look at catering to the different age groups such as the baby boomers. This latest trend would be an opportunity for the industry to create services that would promote more inclusivity among diverse age groups.

“In the Asian region, for example, generational family holidays are nothing new,” said Asian Consumer Intelligence’s Fall. “What is new is the recognition that different ages have different needs. Yet until relatively recently, families were lumped into the same category whether the member was grandma or the toddler.”

Asian Consumer Intelligence predicted that more emphasis will be placed on families’ distinctive needs without



Establishments that tell a good story through a combination of elements such as decor or lighting are what currently attracts guests in Asia. (Photo credit: Shangri-La Group, courtesy of FHA Insider Special)

falling into the stereotypical tropes in the future. Consumers, regardless of age group, would be looking for seamless experiences, both 'in real life' and online. **AFJ**

## Asia's 50 Best Bars awards ceremony to be held in Singapore on 14th May 2020

*The fifth edition of the annual list will be announced at the Capitol Theatre in a ceremony that will feature the leading lights of the continent's bar scene.*

On 14th May, Singapore will welcome cocktail luminaries and discerning drinkers from across the region, as the city plays host to Asia's 50 Best Bars, sponsored by Perrier, for a third consecutive year.

Singapore hosted the inaugural awards ceremony for Asia's 50 Best Bars in 2018, which marked the start



of a three-year partnership between the 50 Best organisation and Singapore Tourism Board. This relationship will continue into 2021, where The World's 50 Best Bars ceremony will be hosted in Singapore.

Asia's 50 Best Bars 2020 also marks the first event that will see Perrier become the headline partner for Asia's 50 Best Bars and The World's 50 Best Bars, as part of a relationship that will see the brand's logo aligned with 50 Best.

In 2019, Asia's 50 Best Bars celebrations drew attendance from over 600 industry VIPs, media and cocktail enthusiasts from across the continent. This year, the 50 Best celebrations will kick-off with an instalment of the #50BestTalks thought-leadership series and a Bartenders' Feast at The Capitol Kempinski hotel on 13th May.

This will be followed by the awards ceremony at Capitol Theatre on 14th May and an official after party at Cé La Vi SkyBar Singapore at the top of Marina Bay Sands. '50 Minutes with 50 Best', a series of exclusive cocktail masterclasses with some of the biggest talents from the 50 Best Bars family, will be held at the Singapore Cocktail Festival, Festival Village, from 15th-17th May.

Aside from the annual ranking, other awards that are up for grabs include Michter's Art of Hospitality Award, The One To Watch, The Bartenders' Bartender and Industry Icon Award.

Bars and cocktail lovers across the world are invited to join the live countdown of the list of Asia's 50 Best Bars 2020, sponsored by Perrier, on the evening of 14th May from 8:45pm local time. The awards ceremony will be aired through a live stream on The World's 50 Best Bars Facebook page. **AFJ**



## Wirecard and HEYTEA, China's most popular tea brand, launch mobile app, driving digitalization and improving the customer experience

- *Wirecard is providing seamless payments options to customers across all stores in*
- *Singapore and Hong Kong via the new mobile app, HEYTEA GO*
- *Established in 2012, the Chinese tea chain has opened more than 400 stores in over 37 cities in China and abroad*
- *The new mobile app reduces in-store wait times and improves operational efficiency*

Wirecard, the global innovation leader for digital financial technology, has won HEYTEA, China's most popular tea brand, as a new client in South-East Asia. As part of the collaboration, Wirecard provides seamless payment solutions to customers in all stores in Singapore and Hong Kong via HEYTEA GO, a newly launched mobile app which allows users to order and pay online without waiting in stores. Founded in China in 2012, the tea chain now manages more than 400 stores in over 37



cities in China and abroad.

Since 2012, HEYTEA has been committed to serving the finest tea drinks made with originality and ingenuity. To keep pace with digital transformation, the company incorporates technology to enhance its operations. The HEYTEA GO app allows customers to skip queues by placing and paying for their orders before visiting the store. The app also shows an estimated wait time and sends push notifications to customers when their drinks are ready for collection. By integrating Wirecard's payment technology, both customers and the retailer benefit from enhanced operational efficiency and improved customer experiences.

Kiki Zhou, Public Relations Manager at HEYTEA said, "In today's digital world, we find it essential to incorporate technology in our operations and keep pace with customers' preferences and expectations. In cooperation with Wirecard, we launched HEYTEA GO to improve customer experience where users can customize, order and pay for their drinks in a quick and seamless manner. We're delighted to partner with Wirecard as we continue to expand our brand across Asia."

Alson Lau, Head of Business Development APAC, at Wirecard said, "We're excited to collaborate with HEYTEA to enable cashless payments for customers in Singapore and Hong Kong. The launch of HEYTEA GO supports the growing trend of online-to-offline integration, and by integrating our payment technologies, we can provide more options to tech savvy customers while improving efficiencies for both customers and the retailer. We look forward to deepening our partnership with HEYTEA."

With Wirecard's payment technology, HEYTEA customers can now pay for their purchases using their credit card via the HEYGO app. HEYTEA GO



currently has a registered user base of more than 10 million worldwide and generates half of the total orders, with the average monthly re-purchasing rate tripling. **AFJ**

## Forever Living Products packages 5 million meals to fight world hunger

*Forever Living Products is excited to announce reaching its goal of providing 5 million meals to help combat world hunger. Over the course of two years, thousands of employees and Forever Business Owners came together to volunteer at meal packing events and raise money to feed families and children all over the world.*

The company hosted a celebratory meal packing event on December 18th in honor of reaching this important milestone in the fight against hunger. More than 200 volunteers and employees packaged meals in Forever's home city of Scottsdale, Arizona to mark the successful completion of the Forever We Rise Campaign. Forever Living's Founder and CEO Rex Maughan sounded the ceremonial gong to mark the 5-millionth meal packed.

The campaign was launched as part of the partnership between Forever Living Products and Rise Against Hunger with the goal of packaging 5 million meals by 2020.

"Thanks to the dedication and effort of more than 17,000 Forever Living employees and business owners around the world, we didn't just meet, but exceeded our 5 million meal goal," said



**Forever Living Business Owners come together at a global meal pack event to help combat world hunger**

Forever Living Products President Gregg Maughan. "These meals help fuel dreams and build stronger communities as we work together to create a world where no child has to go to bed hungry or wonder where their next meal will come from."

Volunteer teams in 38 cities across 24 countries worked to reach the meal packing goal. The meals provided will impact over 51,000 lives in 16 countries. **AFJ**

## EW Nutrition Launches Revolutionary Enzyme in India

*In December 2019, EW Nutrition has officially launched Axxess XY, a novel, intrinsically thermostable xylanase enzyme that delivers top performance to feed producers and the livestock industry. The revolutionary product was launched at a customer-centric circuit event across five locations in India.*

With its holistic, science-backed solutions, EW Nutrition has long supported the Indian livestock industry in its effort to improve animal gut health, control toxin risk and reduce antibiotic use. The company is now entering a highly competitive market with a revolutionary solution: Axxess XY, offering the highest level of intrinsic thermostability and acting against both soluble and insoluble arabinoxylans. The top benefit of is an unparalleled flexibility in feed formulation, resulting in significant feed cost savings.

The mechanisms and derived profits of the new product were discussed during a five-city customer-centric series titled "GURU SPEAKS", whose key speaker was Dr. Craig Nelson Coon, Head of the Department of Poultry Sciences at the University of Arkansas.

Dr. Shirish Nigam, Managing Director of EW Nutrition South Asia, and Dr. Ajay Awati, Global Category Manager, Enzymes, highlighted Axxess XY's unique value proposition and shared various trials conducted to prove the competitive advantage over other available enzymes. Dr. S. Mahendran, Regional Technical Manager, discussed feed formulation



optimization and how the addition of Axxess XY can help release additional energy from feed, resulting in optimum performance and production.

The “GURU SPEAKS” series was a great opportunity to reach to a wider array of breeders and broiler integrators across India (Karnal, Coimbatore, Hyderabad, Pune and Bangalore), discussing relevant and practical solutions to the common challenges faced by broilers and broiler breeders and emphasizing the added benefit of the newly launched enzyme. **AFJ**

## Vietnam’s Winking Seal Beer Co. Launches beWater to Help Eliminate Single-Use Plastics

*Winking Seal Beer Co., a leading Vietnam-based craft beverage company, has partnered with TBC-Ball Beverage Can Vietnam Limited and Ball Asia Pacific Limited to launch beWater - an environmentally-friendly canned water product.*

Joining the movement to reduce single-use plastic, beWater cans are made

from infinitely recyclable aluminum, making them the most cost-effective and sustainable option compared to glass, cartons and single-use plastic.

A convenient alternative to plastic and glass bottled water used in hotels, food & beverage outlets, and at outdoor festivals, beWater is manufactured in Vietnam using advanced reverse osmosis and UV light treatment for purification. The water is then enhanced with natural minerals for a fresh and clean taste.

Winking Seal Beer Co. has signed agreements with leading international hotel groups and F&B outlets to help phase out plastic bottles and reduce overall environmental footprint. Immediate plans include launching an international distribution presence.

Mark Nerney, Winking Seal Beer Co.’s Co-founder and General Director, comments on the partnership, “We are extremely proud to announce our partnership with TBC-Ball, who share our vision to make water better, environmentally friendly and convenient to enjoy. Alongside our launch partner Sailing Club Leisure Group, they were instrumental in making beWater an instant success.”

“With aluminum packaging we take a life cycle view of the entire product journey,” explains Bjoern Kulmann, Sustainability Director at Ball Corporation. “Aluminum is monomaterial and can be easily sorted and reused an infinite number of times without losing quality. Aluminum, as permanent material retains its value throughout the recycling process, meaning that it can be kept in circulation indefinitely without becoming waste and ending up in the ocean

or in landfills.”

“Together with Winking Seal Beer Co., Ball wants to promote can recycling and has installed on-site can collection stations at all beWater locations,” adds Wannaros Tantranont, Regional Sustainability Director at Ball Asia Pacific Limited. “This way we offer our hospitality and F&B partners a way to raise awareness of sustainable packaging solutions that help resolve the plastic waste problem.” **AFJ**

## Wacaco Launches The Pipamoka, The First Nomadic Coffee Maker That Uses Vacuum Pressure To Brew Coffee

*- From the creators of the beloved Mini-presso and Nanopresso travel espresso makers, the Pipamoka is designed to give coffee lovers an all-in-one coffee travel experience*

*- The Pipamoka uses a first-of-its-kind twisting mechanism to create vacuum pressure that enables users to make a full cup of balanced coffee in two minutes*

Having sold over one million portable espresso machines worldwide, Wacaco is boldly entering the portable filter coffee maker marketplace with the new Pipamoka, its first non-espresso coffee maker designed for travel—set to retail at US\$46.90.

The Pipamoka brewing process is unique. Users insert their ground coffee into a dedicated filter basket, add hot water to the Pipamoka, and drop the filter basket to the bottom of the Pipamoka. Using the innovative twisting mechanism, vacuum pressure is created inside the travel mug. This negative pressure generates a suction force that draws hot water downwards through the coffee grounds. The coffee is then brewed





**Introducing the world's first all in one vacuum pressure coffee maker. Brew and drink from a single device with the Pipamoka, a nomadic coffee maker. Simple and sturdy, this pressure brewer makes it easy and quick to fuel your days and enjoy hours of hot, freshly-brewed coffee.**

directly into the insulated thermal cup where it will stay hot for hours.

The pressurized environment quickens extraction, taking only two minutes to brew a well-balanced cup of coffee. The innovative design cleverly packs all the brewing gear inside the isothermal stainless-steel cup, helping travelers save space and pack minimally.

"We've spent over two years developing this patented coffee maker, and we're thrilled to finally share it with our fans all over the world who have asked us for a travel-friendly way to make filter-style coffee on their adventures," said Hugo Cailleton, Co-Founder of Wacaco.

"Between the all-in-one design, the vacuum pressure features and the ability to extract long coffee, cold brew or espresso-style coffee, the Pipamoka is a truly unique brewer that will help all kinds of coffee lovers enjoy their preferred coffee drinks anytime, anywhere."

Wacaco creates innovative portable coffee makers designed to give everyday coffee lovers the minimal tools and energizing caffeine they need to go wherever their wanderlust takes them. **AFJ**

## Yu Jan Shin releases list of top specialty gifts for 2019

*Butter Pastry and Pineapple Cake have proven to be the most popular among tourists.*

Taiwan's traditional cake art culture has always attracted the attention of tourists from all over the world, and 2019 had been no exception. The year has proven to be a banner one for Tai-

wanese-made specialty gifts. Yu Jan Shin, a bakery in Dajia, Taichung, Taiwan, a town with a history going back more than half a century and a commitment to creating legendary butter pastries using fresh and natural ingredients, has become a popular specialty gift brand among tourists who visit Taiwan from all over the world. The pastry maker has released the list of the most popular specialty gifts in 2019, with five flagship products - Butter Pastry, Golden Award Pineapple Cake, Pineapple Cake with Egg Yolk, Taro Cake with Mochi and Non-Fried Sachima -- having built up a legendary reputation among tourists and becoming the must-eat and must-buy items among the island's many traditional pastries.

Butter Pastry, Golden Award Pineapple Cake, Pineapple Cake with Egg Yolk, Taro Cake with Mochi and Non-Fried Sachima are the most popular specialty gifts for tourists visiting Taiwan

Taiwan's traditional cake art has caught the attention of the island's tourists. Yu Jan Shin was founded in 1966 and has a deep connection with Mazu culture, a system of beliefs and reverence for the Chinese sea goddess of the same name and one of the most important figures in Taiwanese folklore. The brand originated from a fortune that had been given by Mazu, "One Fortune Poem, Six Sacred Combinations", the origins of which date back more than half a century.

Yu Jan Shin has created a Butter Pastry legend in Taiwan. The exclusively-created crust is loose, layered and evenly distributed like a honeycomb. Natural cream and languorously simmered maltose soft filling enhance the taste and aroma of the cream, rendering the pastry sweet but not at all greasy. The more you chew, the better it tastes. With the ultimate in craftsmanship that has gone into making the cake by hand, Butter Pastry took first place on the list of Yu Jan Shin's most popular specialty gifts among tourists in 2019. For Taiwanese locals, a bite of a Yu Jan Shin Butter Pastry is sure



to stir up nostalgic memories, while, in recent years, the delicacy has become a must-eat, must-buy specialty gift among international tourists visiting Taiwan. In addition to plain Butter Pastry, Yu Jan Shin has created some new, novel flavors, including milk, black sesame, green tea and earl grey tea, all of which have been well received. In order to meet the particular requirements of tourists, the pastry maker also launched Butter Pastry (Small) and Butter Pastry (Mini), two convenient, easy-to-transport portion sizes.

In addition to the best-selling Butter Pastry, four sumptuous creations - Golden Award Pineapple Cake, Pineapple Cake with Egg Yolk, Taro Cake with Mochi and Non-Fried Sachima - are also among the top five on the list. Pineapple Cake, a traditional Taiwanese dessert, Yu Jan Shin incorporates Taiwanese-grown fresh premium pineapples which have been boiled for a long time to temper the pulp and pectin which then become the filling. A finely-tuned balance between a sweet and sour taste, in concert with the aroma of the natural cream and the melt-in-the crunchy-tasting crust, come together to create the impressive Golden Award Pineapple Cake. Pineapple Cake with Egg Yolk is also one of the most popular snacks. Salty and plump egg yolk and slightly sour pineapple filling give this delicacy its fragrance and crispiness, without any of the greasiness. For visitors to Taiwan, which is famous for its taro, Yu Jan Shin's Taro Cake with two fillings should not be missed. The crust is comprised of a dozen layers that wrap fragrant and smooth taro puree and bountiful mochi made of fine rice, highlighting the rich aroma and refined texture of the puree. Different from the Fried Sachima commonly found in the market, Yu Jan Shin's Sachima is baked with 70% less oil and has a soft, non-greasy taste. The thick egg aroma paired with a variety of healthy dried fruit and nuts makes this classic Taiwanese snack one of the must-buy treats for tourists visiting the region.



Yu Jan Shin has been dedicated to making desserts with selected ingredients for half a century, delivering a diversified lineup of specialty gifts combining tradition and innovation

“In the past 50 years since its establishment, Yu Jan Shin has always adhered to the spirit of ‘integrity, responsibility and joy’, insisting on making desserts by hand with natural, high-quality, fresh materials locally sourced in Taiwan, no matter the higher cost, to reassure consumers,” said Chen Yu Hsien, Chairman of Yu Jan Shin. “Over recent years, Yu Jan Shin has been creating desserts that give full play to a wide array of tastes through continuous innovation, sparing no effort to ensure the quality of the materials.” The bakers at Yu Jan Shin have now accumulated three generations of experience, not only letting them maintain a traditional recipe that has stood the test of time, but also maintaining the superb skills needed to create Taiwan’s cream pastry cake that has become a legend, as well as a memory that is often shared among the island’s locals. After three generations of inheritance, Yu Jan Shin has not only made its traditional pastries keep pace with the times, but also created a legend in Butter Pastry production with their exquisite craftsmanship, assuring the Butter Pastry’s place among Taiwan’s iconic traditions.

In addition to the classic and best-selling Butter Pastry, Golden Award Pineapple Cake, Pineapple Cake with Egg Yolk, Taro Cake with Mochi and Non-Fried Sachima, Yu Jan Shin also produces many other traditional Chinese desserts such as Yolk Cake, Mung Bean and Black Sesame Pastry, Mung Bean and Meat Pastry, Momoyama Custard Mooncake, Nougat and Chinese Date & Walnut Candy. This diverse set of specialties are popular among tourists visiting Taiwan.

Yu Jan Shin owns and operates 14 shops across Taiwan, with the flagship store in Dajia, Taichung, near Jenn Lann Temple. A must for tourists visiting Taichung is a tour of the more than

200-year-old Mazu temple, where they can experience Taiwan’s traditional religious culture and tasty Butter Pastry. The shop in the Raohe night market, one of the busiest night markets in Taipei, and the one at Taipei 101, are the retail establishments in Taiwan most visited by foreign tourists. The next time you travel to Taiwan, don’t forget to buy a box of specialty gifts filled with memorable Taiwanese flavor for your family and friends at Taiwan Taoyuan International Airport when you leave Taiwan! **AFJ**

## Califia Farms Completes Landmark \$225 Million Financing with Diverse Group of Global Investors

*Funding Provides Califia Farms, a leading plant-based food and beverage company, with long-term capital and global support for continued rapid expansion, and disruption of the \$1 trillion+ dairy and ready-to-drink coffee markets.*

Califia Farms®, a leading independently owned plant-based food and beverage company founded by natural product visionary Greg Steltenpohl, announces it has completed one of the largest private capital raisings within the natural foods sector, through a



**Califia Farms Completes Landmark \$225 Million Financing with Diverse Group of Global Investors**

\$225 million Series D financing led by the Qatar Investment Authority (QIA). Other investors in the financing include Singapore headquartered investment company Temasek, Canada based Claridge, Hong Kong based Green Monday Ventures, and a Latin America based family with significant interests in coffee and consumer products.

The new investor group will take a minority stake in Califia Farms, with representatives from QIA, Temasek, and Claridge joining the Board of Califia, alongside founder Greg Steltenpohl and existing investors Sun Pacific, Stripes and Ambrosia.

Demand for plant-based beverages is exploding worldwide as consumers seek healthier, great-tasting dairy alternatives. This latest funding round will help Califia Farms build on the success of its oat platform and launch other lines. Proceeds will also allow Califia to further invest in increased production capacity, substantial R&D, deeper U.S. penetration, and continued global expansion.

Inspired by the legendary Queen Califia, namesake of the state of California, Califia Farms was founded in 2010 and has become one of the fastest-growing natural food and beverage companies of scale in the U.S. and select international markets. Califia is on a mission to discover and share ‘what plants can do’ to help people transform their health and adopt a lower carbon ‘foodprint’.

Califia is looking forward to working with a more global investor base, as the company continues to grow and fulfill its mission. “The more than \$1 trillion global dairy and ready-to-drink coffee industry is ripe for continued disruption, with individuals all over the world seeking to transform their health & wellness through the adoption of minimally processed and nutrient rich foods that are better for both the planet and the animals,” said Greg Steltenpohl, Califia’s Founder and CEO. “Califia’s role is to help plant the future.”

“Speed to market is critical for companies at our stage and we are thrilled that our new partners share our vision to be the leading independent brand in the plant-based sector. Each of our partners brings significant resources and global expertise to accelerate our next stage of our growth,” he added.

Barclays acted as exclusive financial advisor and sole placement agent to Califia Farms on the capital raise, and Akin Gump served as legal counsel. **AFJ**

# Ruby chocolate continues its momentum in Japan with new products and customers

- *Japan is one of the biggest markets for the 4th type of chocolate today*
- *Around 100 Ruby chocolate products from over 40 chocolatiers and brands have been launched in Japan*
- *This Valentine's season, Ruby chocolate is available across Japan in more than 50,000 retail, sales and distribution outlets*
- *Barry Callebaut plans to also manufacture Ruby chocolate in its chocolate factory in Japan*

With the coming of Valentine's Day this year, consumers in Japan will be able to get their hands on around 100 different Ruby chocolate products from various international and Japanese brands -- in formats including chocolate bars, bonbons, ice creams, biscuits and more.

Pascale Meulemeester, Managing Director for Barry Callebaut in Japan, said, "For decades, the Japanese consumers' preferences and cultural inclinations have trail-blazed trends in the region and beyond. At first attracted by its unique look, the trendy Japanese consumers have truly embraced Ruby chocolate as the fourth type of chocolate and are extremely curious to try it."

Research[1] shows that 42% of the Japanese population is aware of Ruby chocolate and over 6 million consumers have already enjoyed it, even though it was not available everywhere in retail until now. 82% say they are interested in tasting Ruby chocolate in the future. And The Nikkei Trendy, a popular Japanese magazine that tracks trendsetters, put Ruby chocolate on its 'Top 30 Trends List' in 2019.

"In the past year alone, we have witnessed the market embracing Ruby as a breakthrough innovation and is leading the world with ideas and applications that are setting a new standard for creativity and expertise in the market - and we are just scratching the surface," Meulemeester continued.



Japan's obsession with Ruby is here to stay and Barry Callebaut believes that its role is to facilitate the creativity of all brands and artisans alike and in doing so, shape the future of chocolate.

Chocolate manufacturers and artisan consumer brands are rolling out Ruby chocolate products in more than 50,000 distribution and sales points in supermarkets, convenience stores, train stations, hotels and pastry and chocolate shops across Japan this Valentine's season.

At present, Ruby chocolate for consumption in Japan is being imported. With the increasing demand for Ruby chocolate in Japan, Meulemeester revealed that the company's chocolate factory located in Takasaki (100 km northwest of Tokyo) is preparing to also produce Ruby chocolate locally for specific confectioneries and customers.

Considered by many chefs and experts as the biggest innovation in chocolate 80 years after White chocolate, Ruby chocolate ingested a new wave of creativity into the chocolate market, inspiring leading artisans and food manufacturers alike to introduce exciting products and applications.

Some of the new Ruby chocolate products that will be available in the market for this occasion:

- LOOK Jewel Chocolat (Ruby Cacao) and Ruby Cacao Cream Cake ~ With Framboise ~ by Fujiya
- Carré de Chocolat < RUBY CACAO > by Morinaga
- KITKAT Chocolatory Ruby 2020 Assortment by Nestlé Japan

This growing manifestation of indulging applications rides on Ruby's promise of a completely new taste experience, which is a tension between fresh berry-fruitiness and luscious smoothness. Ruby is an authentic chocolate made from the Ruby cocoa bean. To create Ruby chocolate, no berries or berry flavor, nor color, is added. **AFJ**

## Digestion Resistant Maltodextrin Market Growing on Back of High Demand for Natural Food Additives in Food & Beverage Industry

Food and beverage manufacturers are finding new sources for manufacturing digestion resistant maltodextrin, such as cassava, bananas, rice, and many more. In addition to this, they are making advancements in their manufacturing processes. This increase in demand and technology progress witnessed in the food & beverages industry will boost the growth of the digestion resistant maltodextrin market in the coming years.

The digestion resistant maltodextrin market is experiencing rising demand as consumers are increasingly seeking natural products that benefit their health. Additionally, consumers are showing interest in organic and non-GMO products that offer a unique mouthfeel and a number of health benefits, which has led to the demand for digestion resistant maltodextrin increased multifold over 2014-2018. The global digestion resistant maltodextrin market is anticipated

to be valued at US\$ 383 Mn in 2019. A latest market intelligence report projects that the, digestion resistant maltodextrin market will experience a steady growth rate of 6.7% in terms of value during the forecast period of 2019-2029.

“Large number of consumers are gradually looking for healthier, authentic, and plant-based ingredients in their food. Thus, many food manufacturers are shifting towards natural ingredients to meet this consumer demand, and sustain their position in the digestion resistant market,” says a report analyst.

### Key Takeaways from Digestion Resistant Maltodextrin Market Study

Increasing number of consumers are seeking products that are naturally derived from different plant-based sources. Digestion resistant maltodextrin is a kind of natural dietary fiber that suits the rapidly rising consumer interest in healthy lifestyle and healthy food. Thus, the demand for digestion resistant maltodextrin is surging.

The global digestion resistant maltodextrin market has been segmented on the basis of form, where the spray-dried powder segment holds a major share. However, in the coming years, the agglomerated form segment is expected to show positive growth due to its increasing use in different instant food and drink products.

In terms of application, the food segment contributes more than half of the total digestion resistant maltodextrin market share. Digestion resistant maltodextrin is included in breakfast cereals, dairy products, instant pudding, margarines & butters, salad dressing, sauces, snacks food, and others foods. Of these, its use is predominant in breakfast cereals. Besides, it is also witnessing high demand from the beverages segment.

Europe and North America are anticipated to dominate the global digestion resistant maltodextrin market in terms of value. The demand for digestion resistant maltodextrin is considerably high in East Asia, which is expected to experience a higher growth rate over the forecast period, due to rising obesity among people and increasing incidence of lifestyle diseases. The Latin America market, dominated by Mexico, is also exhibiting high demand for digestion resistant maltodextrin.

### Resistant Maltodextrin Manufac-

### turers to Invest in R&D for Developing Unique End-user-oriented Products

Leading companies operating in the digestion resistant maltodextrin market are increasingly investing in brand promotion activities to scale up their sales capacity and provide consumers with unique end products with high quality. Digestion resistant maltodextrin manufacturers are expanding their supply chain to meet the growing demand from food, drink, and nutraceutical product manufactures

- o On June 21st, 2018 Roquette, one of the leading food companies, got its digestion resistant maltodextrin listed under the brand name NUTRIOSE®, under the list of FDA dietary fibers.

- o On May 1st, 2006, Archer Daniels Midland Company declared the foundation of a joint venture between ADM, Matsutani Chemical Industry Co., Ltd., and Matsutani America, Inc., to support the worldwide sales and marketing of Fibersol® as a brand of digestion resistant maltodextrin. **AFJ**

## Singapore Cocktail Festival Returns with a Sixth Edition from 15-22 May 2020

Singapore Cocktail Festival (SGCF) returns from 15 to 22 May 2020, marking the celebrations with the Festival Village's new home at Bayfront Event Space (next to Marina Bay Sands). This year's edition welcomes #SGCFBarAcademy into the Village, as well as the inaugural BarStar Award, which aims to spotlight emerging bartending talents amongst the Festival's partner bars.

SGCF, which saw 8,500 attendees in 2019, is the annual coming together of cocktail enthusiasts, bartenders, bar owners, spirit makers and brand ambassadors from around the world. The revelry kicks off with the Asia's 50 Best Bars awards ceremony on 14 May 2020. This will be followed by eight spirited

days of Taste, Learn and Play at the Festival Village, and across the best bars and restaurants in the city.

### The Festival Village (15-17 May 2020)

From 15 to 17 May 2020, the Festival Village finds a new home at Bayfront Event Space, a prime outdoor locale situated next to the waterfront promenade in Marina Bay. This year's Festival Village showcases a revamped suite of experiences:

- **SGCF Pavilion**, featuring 50 Best acclaimed bars such as Hope & Sesame (Shanghai, China) and The Old Man (Singapore); Trade conversations organised by #SGCFBarAcademy, the educational pillar of the Festival; and '50 Minutes with 50 Best', presented by The World's 50 Best Bars organisation
- **Gin Pavilion**, showcasing world-famous gin makers such as Brass Lion Distillery, Hendrick's Gin, Monkey 47, Tanglin Gin and Roku Gin
- **Whiskey and Rum Pavilion**, where lovers of brands such as BenRiach, Glenglassaugh, Havana Club, Maker's Mark, Monkey Shoulder, Old Forester and Woodford Reserve can gather
- **Open Marquee**, which congregates Singapore's best bars, such as CÉ LA VI, CIN CIN and Mitzo Restaurant & Bar; and the ever-popular Artisanal Spirits Tasting Room

Live music and DJ sets by music partners, CÉ LA VI and NINETEEN80, will keep the spirit going, and the Food Street, which brings together some of Singapore's favourite restaurants will also return. To buy tickets, go to [www.singaporecocktailfestival.com](http://www.singaporecocktailfestival.com).

### Events Around the City (18-22 May 2020)

From 18 to 22 May 2020, the cocktail celebrations continue with Festival promotions and events happening across participating bars and restaurants in the city. All promotions are redeemable via the Slugg app, and participating venues include IBHQ, Idlewild, Jekyll & Hyde, Origin Bar, Smoke & Mirrors and more. Bar Tours, which take guests to four cocktail venues in one night, are also available for booking.

This year's Festival sees the inaugural launch of the BarStar Award, presented by SGCF to spotlight aspiring young bartenders. The competition challenges bar-

tenders to create a cocktail inspired by the neighbourhood of the bar they represent. The winner will emerge through votes placed by renowned drinks writers, bartenders and bar owners. **AFJ**

## Speciality & Fine Food Asia (SFFA) Announces A Partnership with Singapore Coffee Association (SCA) to Launch New Show Speciality Coffee & Tea Asia (SCTA) in 2020

*Together with SCA, SCTA aims to carve out a space within SFFA to gather speciality coffee and tea producers from all around the world and grow this fast-developing speciality segment of the food and beverage industry.*

Speciality & Fine Food Asia (SFFA), Southeast Asia's leading trade show for artisan, gourmet and fine food and drink, announces launch of new show Speciality Coffee & Tea Asia (SCTA) for its fourth edition on 29 September – 1 October 2020.

Organised by Montgomery Asia, and in collaboration with the Singapore Coffee Association (SCA), SCTA hopes to create a platform for speciality coffee bean and tea leaf growers and producers, suppliers, roasters, traders, retailers

and café owners to network and develop the industry.

The partnership between Montgomery Asia and SCA came about after talks of a gap in the market for artisanal coffee and tea producers to showcase their gourmet products to the right trade audience. With this strategic partnership in place, SCTA 2020 will play host to a spectrum of exciting new activities organised by SCA such as the Singapore National Coffee Championship 2021. The Championship comprises the Big 5 Coffee Competitions namely the Singapore National Barista, Latte Art, Brewers' Cup, Cup Tasters and Coffee in Good Spirits Championships. Key participating brands include Acaia, Bero Coffee, Bunn-O-Matic, CAFEC, Faema, F&N Magnolia, Mahlkönig, Mazzer, Monin, Oatly, Starbucks, WatchWater and many more, making it the must-attend speciality coffee event in Singapore.

On a regional front, SCTA is also supported by the ASEAN Coffee Federation, who will be holding its 3rd Board Meeting for Year 2020 alongside SCTA. Presidents of the 10 coffee associations and key decision makers from Southeast Asia are expected to take part in the board meeting.

Victor Mah, President of SCA, says, "We're excited to partner with Montgomery Asia on this new segment. With SFFA's strong value proposition of artisan and gourmet food and drink for the Southeast Asian market, we believe SCTA will be a great fit and more importantly, a valuable new platform for speciality coffee and tea companies to elevate their brands and reach the right buyers in the region."

Christopher McCuin, Managing Director of Montgomery Asia, adds, "The coffee and tea industry is evolving quick-

ly and the demand for speciality beans and artisanal tea blends is experiencing exponential growth amongst Southeast Asia's affluent and discerning customers. Coffee consumers are becoming increasingly conscious about their coffee source and quality and more restaurants are partnering with tea brands to create exotic food pairings. There is so much that can be explored in this segment and we're delighted to be working with Singapore Coffee Association, a well-established institution helmed by knowledgeable industry leaders."

Underpinned by an industry for industry perspective, SFFA and SCTA 2020 strengthens its commitment to highlighting the best of this fast-evolving industry, with an elevated focus on promoting the trade of produce from the ASEAN region to support farmers and growers in neighbouring countries. More news on the various activities will be announced in the coming months.

SFFA and SCTA will be held from 29 September – 1 October 2020 at Suntec Singapore, and are co-located with Restaurant, Pub & Bar Asia (RPB Asia). **AFJ**

## Fibrous Casings Market to Grow Steadily, on Back of Heightened Demand from Meat Processing Industry

Fibrous casings market is projected to register a growth of over 4%, double the growth of overall casings market. This surge in growth can largely be attributed to an increase in processed meat consumption globally, generating significant demand from processed meat providers.



Fibrous casings are most suitable for the processed meat industry owing to their consistency in shape retention and higher shelf life. Fibrous casings manufacturers including Viskase and ViscoTeepak are proactively focusing on increasing barrier strength by adding viscose layers to their products to make their products suitable for processed meat. While such developments will give a significant uptick to the existing demand, it will also rejuvenate the product life cycle of fibrous casings.

### Key Takeaways of the Fibrous Casings Market –

- Europe accounts for the highest share in the fibrous casings market and is expected to show steady growth during the forecast period.
- East Asia is anticipated to present highest growth potential in fibrous casings market and is projected to present an absolute \$ opportunity of more than US\$ 50 Mn during the forecast period.
- In terms of product type, the segment of clear casings will lead in the fibrous casings market and is expected to grow 1.6X by 2029 over 2019.
- In terms of application, sausages and salami hold the highest share in fibrous casings market, accounting for more than 40% throughout the forecast period.
- Small calibre fibrous casings have garnered significant demand in recent years and are expected to grow steadily during the forecast period.
- Owing to high demand in food processing industry, direct sales will be the preferred sales channel in the fibrous casings market, and are expected to show a positive BPS during forecast.

“Investments on increasing the production of clear fibrous casings is expected to present long term returns for fibrous casings manufacturers. The fibrous casings suppliers and distributors can benefit from increasing their presence in domestic markets, with collaborations with associated food chains and other small businesses”, says the report analyst

### Collaborations and Acquisitions to Shape Manufacturers’ Bottom Line

Fibrous casings market is highly consolidated with only handful of players

controlling the total production share of the market. Competition between manufacturers has been extremely high and is based on product level pricing. Fibrous casings manufacturers have focused on increasing their regional presence with collaborations and acquisitions. Viscofan Group, one of the market leaders in the fibrous casings market, acquired Globus Group in 2018. With Globus Group being a distributor in Australian and New Zealand markets, the acquisition was aimed to increase Viscofan’s presence in Oceania market. Similar efforts have been seen to be carried out by other players like Viskase Companies, Inc. who acquired Walsroder Casings Group in 2017. These efforts by companies to increase their presence and establish their supremacy on the supply chain, has benefitted the fibrous casings market. **AFJ**

## Azelis presents new regional video for Asia Pacific, reinforcing its whole-hearted commitment to innovation through formulation

### Highlights & rationale

- Azelis launches its regional video for Asia Pacific, elaborating on growth drivers and strengths it has to offer to the territory.
- The new video is a testimony to Azelis’ strategy to be an innovation service provider to all customers and sectors.
- The video is accessible here. <https://youtu.be/BLUZBZLy9o4>

After globally launching the new Azelis tagline ‘Innovation through formulation’ and corporate video in July 2019, Azelis Asia Pacific now unveils its

own video, which describes the forces behind the strong growth Azelis has experienced in the region over recent years. The newly released video is also a reinforcement of the company’s continuous investment in formulation and application expertise.

Azelis creates value with and for its partners by turning ideas into market-leading solutions that drive growth. The company routinely provides its customers with innovative formulations that address the most stringent market requirements and consumer trends. This is made possible through its 25 application laboratories in Asia Pacific, along with its experienced, market-focused sales teams.

The new video for Asia Pacific builds on the global Azelis brand movie, and has been created to reflect the unique culture and structure embraced by Azelis across the region. In the video, the Azelis Asia Pacific management talks about the opening of new labs, achievements in the different market segments, the growth of the 300-strong team and work-life balance and equal opportunities for all Azelis employees.

Laurent Nataf, CEO Azelis Asia Pacific, comments: “We are proud of what the Azelis team in Asia Pacific has accomplished in the past few years - it’s a true testimony of the passion and dedication our team has. We have seen significant growth and have built solid partnerships with both customers and principals. Having our region-specific video now enables us to present ourselves to current and future business partners even better and to showcase the business growth and professionalism we succeeded to establish over the past couple of years.” **AFJ**

## Davos 2020: Pan Gang, Chairman of Yili, Proposed “Ecosphere Economy” Concept

From January 21 to 24, the 50th World Economic Forum Annual Meeting,

themed by “Stakeholders for a Cohesive and Sustainable World”, was held in Davos, Switzerland.

As a representative of the global health food industry, Pan Gang, Chairman and President of Inner Mongolia Yili Industrial Group Co., Ltd., attended China Economic Outlook Session of this Annual World Economic Forum, in which he put forward that the “Ecosphere Economy” mode would become a new driving force for the development of globalization in the next decade.

In his speech at China Economic Outlook Session, Pan Gang expressed that “At present, the Ecosphere Economy, characterized by openness, inclusiveness, innovation driven and win-win cooperation, is becoming an important way for world economic development in the future. Yili will seize the opportunity to build a Global Health Ecosphere, promote the win-win cooperation in the global health industry, and work with all parties to discuss health issues while sharing the benefits and create a more sustainable future.”

Pan was the first Chinese food industry entrepreneur debuting at the Davos Forum when he attended the Davos Forum in 2006, and was awarded Davos Young Global Leaders that year. Under his leadership, Yili achieved a historic breakthrough from No. 1 dairy company in China to be the No. 1 dairy company in Asia and it now ranks among the leading players globally.

Pan Gang’s “Ecosphere Economy” originated from his deep insight into the world economic landscape. He believes that opportunities and competitions coexist in the development of the health food industry, which requires the cooperation of the whole industrial chain on a global scale to form a mutually beneficial and win-win “ecosphere” to realize the sustainable development of the whole industrial chain.

“Ecosphere Economy” has achieved initial success in Yili’s practice. From establishing European Innovation Center to leading the implementation of “SINO-U.S. Food Wisdom Valley”, from building Oceania Dairy Production Base to acquiring New Zealand Westland Milk Products, from developing Southeast Asian market to acquiring Chomthana, Thailand’s largest local ice cream company, to investing in the construction of “Yili Future Intelligence and Health Valley”, Yili has been promoting more com-

prehensive and in-depth cooperation in the global health industry in the process of building “Global Health Ecosphere”.

Furthermore, Yili has established “Global Health Partner Development Alliance” with more than 20 enterprises worldwide and worked with 13 global strategic partners such as Tetra Pak and Firmenich to set up the first “sustainable international industrial supply chain” in the industry.

In addition to the industrial chain, many cross-industrial partners in the “Global Health Ecosphere” work together with Yili to advocate healthy concepts and lifestyles. For example, Yili and World Wide Fund for Nature (WWF) have been working together to promote wetland conservation and have also cooperated in the construction of organic pastures.

The advantages of “Ecosphere Economy” will be increasingly prominent in the context of economic globalization. It can be predicted that the globalization in the future is no longer just about one person, one enterprise or one country, but requires the joint efforts of all parties to accomplish cooperation and mutual benefits. To this end, the dream of “World Integrally Sharing Health” will go further in the development of “Ecosphere Economy”. **AFJ**

## China’s Wuliangye sends greetings to welcome Chinese Lunar New Year at Times Square, NY

*China’s leading liquor producer Wuliangye Yibin Co., Ltd. sent its greetings to the Chinese people all over the world from the “China Screen” at Times Square, New York, before the arrival of the Chinese Lunar New Year, which falls on January 25, this year.*

Its classic Wuliangye baijiu liquor



looked spectacular on the screen, against the backdrop of bright red and golden fireworks.

Times Square, known as the “Crossroads of the World”, has a daily traffic of 500,000 people.

Wang Yuan, a student from Beijing, expressed his excitement after seeing Wuliangye’s New Year greetings, saying it’s like running into an old friend in a foreign country.

Liu Yao, a native of Jinan, capital city of east China’s Shandong Province, said that Wuliangye has always been a part of his memory of the New Year’s taste.

New York resident Jim said that the Chinese New Year seemed to be bringing all Chinese people together. He also became curious about Chinese baijiu liquor, and hoped to have a taste of it soon.

2020 is the Year of the Rat for the Chinese people. As the head of the zodiac sign, rat represents the beginning of a new cycle. By sending out New Year’s greetings, Wuliangye also shared with the world its culture of harmony and the charm of Chinese baijiu liquor, according to the liquor maker.

In its New Year greetings, Wuliangye also shared its identity as an official partner of the China Pavilion at the Dubai World Expo 2020.

According to Wuliangye, as an official partner, it will play an indispensable part in the events at the China Pavilion, and along with other Chinese brands, share with the world China’s efforts in promoting global common development, building a community of shared future for mankind, and creating a beautiful global village.

In recent years, Wuliangye has frequently appeared at important global events in the political, economic, and cultural sectors, becoming a crucial mean by which overseas friends come to understand Chinese traditional culture, especially the baijiu culture.

The company said it will continue to uphold the concept of shared harmony



and beauty, champion the development of a liquor community of shared future, and promote common development and friendly exchanges of all parties in the world. **AFJ**

## China's Yili initiates co-construction of global health ecosphere with global partners

China's dairy giant Inner Mongolia Yili Industrial Group joined hands with the world's health industry leaders in Davos on Wednesday in launching an initiative on global health ecosphere to boost health and sustainable development.

During WEF, Mr. Pan Gang, Chairman and President of Yili Group, met and communicated with distinguished guests including representatives of the Indonesian Investment Coordinating Board; Sharon Thorne, Chairman of the Deloitte Global Board; Barry O'Byrne, CEO of HSBC Global Commercial Banking; Liao Yijian, President of HSBC China; and Zhang Yong, Chairman and CEO of Alibaba Group.

The initiative release was made at the "Yili Healthy Soiree", which, held by Yili, attracted many industrial leaders, experts and entrepreneurs to discuss development of ecosphere economy amid the ongoing World Economic Forum

(WEF) annual meeting.

Under the initiative, Yili calls on all partners involved in the global health ecosphere industry chain to advocate healthy living and working methods, put into place the concept of health and sustainable development in work, and let the whole world share results of the health development by win-win cooperation. Key speakers participating included Joao Campari, Global Leader of the Food Practice at the World Food Foundation (WFF); Paul Andersson, President of Firmenich China; Mark Wilson, Member of Board of Directors of Chr. Hansen; Amy Byrick, President of Food & Beverage Global Business at Dupont; Illia Aprcovic, Executive Vice President of GEA Group; Liu Jiayu, Silver Medalist of Changping Winter Olympics; Qin Shuo, China Media Influencer; and Gerrit Smit, Nutrition expert.

"Ecosphere economy" will become an important development pattern of the world economy in the future, said Yili's chairman Pan Gang at the forum, noting that Yili has always taken an open and inclusive attitude, with innovation-driven ideas and win-win methods, to build a "Global Health Ecosphere" and promote more comprehensive and deeper cooperation in the global health industry.

"Taking the building of a Global Health Ecosystem as its mission, the Yili Group has re-established its leading position in the industry, shaping global thinking towards a healthier world," said Adolfo Orive, president & CEO of Tetra Pak, a leading food processing and packaging solutions provider.

"I am very happy that Cargill can be here to witness it and can join Yili in further promoting health and sustainability," said David Maclellan, chairman

and CEO with Cargill, a transnational long partnering Yili in providing safe, healthy, and nutritious products to dairy consumers worldwide.

Efforts should be made to provide healthy, nutritious and sustainable products globally, said Edouard Roquette, chairman with Roquette Frères, a global leader in plant-based ingredients and new vegetal proteins, who also expressed willingness to team up with Yili for development of health industries.

Yili and Davos have worked together since 2017. Yili is the first leading Chinese healthy food enterprise to enter a strategic partnership with WEF. **AFJ**

## Xinhua Silk Road: "Ecosphere Economy" to inject new impetus into globalization, Yili chairman

*"Ecosphere Economy" featuring openness, inclusiveness, innovation and win-win cooperation will inject new impetus into economic globalization, stated Pan Gang, chairman of China's dairy giant Inner Mongolia Yili Industrial Group Co.Ltd. Tuesday.*

Speaking at the Conference on China Economic Outlook during the ongoing World Economic Forum (WEF) annual meeting in the snow-capped Swiss town of Davos, Pan Gang pointed out that "Ecosphere Economy" is becoming an important development pattern of the world economy in the future. His remark has aroused wide attention during the meeting.

"Yili will build a Global Health Ecosphere for the win-win development of global health industry and team up with all parties in discussing health issues, constructing a sound ecosystem and sharing health benefits towards a sustainable bright future world," said Pan.

The thematic focus of this year's





Davos Forum is on Stakeholders for a Cohesive and Sustainable World. Pan noted that the sustainable development of health food industry stems from worldwide full-chain cooperation that collectively forms a mutually beneficial ecosystem.

Pan was the first Chinese food industry entrepreneur debuting on the Davos Forum when he attended the Davos Forum in 2006, and was awarded Davos Young Global Leaders that year. Under the leadership of Pan, Yili has grown from the No.1 dairy company in China to be the No.1 dairy company in Asia and it now ranks among the leading players on global stage.

Yili has made initial results in building the “Ecosphere Economy” through integrating global resources and capacity, such as upgrading Europe Innovation Center in the Netherlands, establishing Sino-U.S. Food Wisdom Valley in the United States, unveiling Oceania Production Base in New Zealand, acquiring New Zealand’s second-largest dairy cooperative Westland, buying Thailand’s largest ice cream company Chomthana Co. Ltd, and building Yili Future Intelligence and Health Valley in China’s Hohhot.

During the process of building the “Ecosphere Economy”, Yili has expanded its global reach and upgraded its international capacity through comprehensive cooperation.

Moreover, Yili has teamed up with 20-odd partners in setting up Global Health Partnership Development Alliance; and worked with 13 global strategic partners such as Tetra Pak, Firmenich, Cargill to form a sustainable global supply chain network.

Yili shares its vision with partners in other sectors as well, joining hands with World Wildlife Fund to co-advance

wetland protection and cooperate on organic ranch construction.

“Ecosphere Economy” shines its advantages especially in the context of economic globalization, said Pan, noting that all-side cooperation will contribute to a grander dream of “World Integrally Sharing Health”. **AFJ**

## Naturex’s Turmipure Gold® receives Self-Affirmed GRAS status, breaking new ground for turmeric in US food and beverage applications

Naturex has obtained Self-Affirmed GRAS (Generally Recognized as Safe) designation for its highly bioavailable natural turmeric extract, Turmipure Gold®.

GRAS status is the standard set by the United States Food and Drug Administration (USFDA) for the acceptance of food and beverage ingredients.

In December 2019, a GRAS Expert

Panel of independent scientists specially convened to conduct a critical and comprehensive evaluation on the use of Turmipure Gold®, as the criteria for GRAS includes consensus among qualified experts that the data and information establish safe use in food and beverages. The Expert Panel unanimously concluded that Turmipure Gold® is recognized as safe under the conditions of intended use in a wide range of food categories including beverages at both intuitive and effective doses. The panel also stated that it had no questions regarding Turmipure Gold® safe use in food applications, including beverages.

This Expert Panel decision means that Turmipure Gold® can be safely used in a wide range of US food and beverage applications for turmeric extract standardized in curcumin. The ingredient is now authorized for both intuitive and effective daily intake in categories that include beverage and beverage bases, confectionery products, dairy and dairy analogs.

An effective 300mg dose of Turmipure Gold® can now be incorporated in a single functional 2oz shot drink. Because of the ingredient’s increased bioavailability, this single 300mg serving delivers the same amount of curcuminoids to the blood as 1922mg of standard turmeric (containing 95% curcuminoids), allowing food and beverage manufacturers to offer tangible benefits to their consumers.

Alexis Manfré, Global Product Manager for Turmipure Gold® at Naturex, said: “We are very pleased to receive the GRAS designation, allowing us to bring the benefits of Turmipure Gold® to the US Food & Beverage industry. We’re looking forward to partnering with our customers to create exciting new products as the possibilities are truly limitless!”

Formulated for easy incorporation in food and beverage applications, Turmipure Gold®, also available in organic certified grade, provides instant water-dispersibility, a low effective dose, neutral taste, and appealing color. It has also demonstrated great stability of curcuminoids to heat and light, including in beverages.

Visitors to Natural Products Expo West (March 3-7 in Anaheim) will be able to experience Turmipure Gold® in several food & beverage applications at the Naturex booth #735. **AFJ**

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June 17-18, 2020 · Singapore Marriott Tang Plaza Hotel, Singapore

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## Highlights

- Illustrating the latest **regulatory updates, market entry challenges, registration processes** for functional food in **Japan, Indonesia**, Vietnam, Thailand, Malaysia, China, Australia, New Zealand, and other jurisdictions.
- Highlighting the vibrancy of **functional food** and **dietary supplements** in Asia Pacific markets.
- Revealing the value of **probiotics** and **soluble fiber, protein, coenzyme Q10, vitamins, etc.**. Open up new opportunities for **novel technologies** and **processes**.
- Building a new global **plant-based** eco-system for business and innovation, explore the potential for **alternative proteins** to move into the main-stream.
- Connecting with local **distributors** and **e-commerce** retailers.
- Discovering the latest innovation and research of **Gut Health**.
- Exploring the Potential and latest Regulation of **Cannabis** in Asia.
- Accessing the growing **weight management** and **sports nutrition** markets to meet the demands of new consumer groups.
- Focusing on **brain health, healthy aging, and infant health**, Open up new opportunities for novel technologies and processes.
- Analyzing the well-known products in the **beauty supplements** sector.
- Boosting your company by learning about **business incubators**, meet **potential investors**, discover **innovative startups**.

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