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INTERNATIONAL CONFECTIONERY

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Welcome to the new issue of International Confectionery

As we reach the halfway point of 2020, it is overwhelming to think of how much the world has changed in this short space of time. As I saw the New Year in, I certainly didn't expect to be writing this on my dining room table, simultaneously scouring the internet for more news on Coronavirus death tolls and protests all around the world for George Floyd and police reform.

Now, what does this have to do with confectionery you're probably wondering - well actually, if as individuals we can all actively pick up a book, or read an article and educate ourselves further on these global issues, then as businesses we could implement this too. Are we as inclusive as we should be? Are we celebrating black voices as much as we can? It really is food for thought.

Upon my own research I came across a business called YARD Confectionery, an independent artisan chocolate business in London, that truly brings back the art and luxury of chocolate making. I learned more about the business and we discussed some important issues on page 24.

Despite the shock and uncertainty surrounded by the Coronavirus pandemic, businesses in the food and drink industry have been largely optimistic, and we were pleased to see the likes of TOMRA and Syntegon expanding their digital output to reach their audiences in new ways, this kind of forward-thinking is what will get us through the pandemic, stronger than ever. On page 32 Syntegon goes into more detail about three new developments in packaging that they unveiled during their very own virtual show.

CBD infusions have been growing in popularity over the last couple of years and right now it really is having a moment - whether it's in vape juice, beauty creams or confectionery. I, for one, didn't know enough about how it all works, so American manufacturer abelei, not only unravels the definitions of CBD and THC but explains the benefits of this novel food and what flavour profiles, like coconut and caramel, can blend nicely with cannabis. I am now absolutely an advocate - and who can blame me? If you need convincing head on over to page 44.

As always I want to remind everyone to stay safe, whether you are shielding or a key worker, our resilience and determination in the face of mass change will be worth it when we come out of this stronger and wiser.



Kiran Grewal
Editor

If you'd like to submit relevant news stories
or feature content for the next issue of International
Confectionery please email kiran.grewal@hand-media.com



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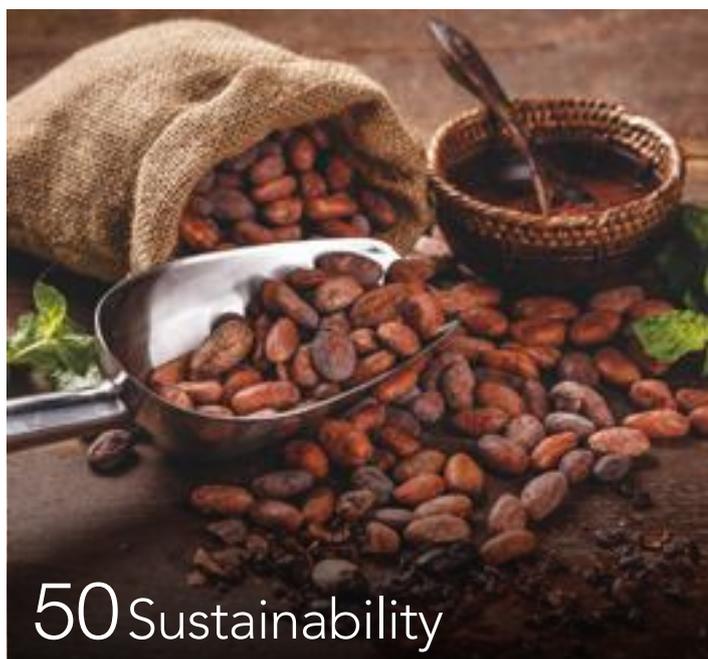
Giving you an overview of the key confectionery events across the globe for this year



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On the cover last issue



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Cargill

Cargill Chairman and CEO Dave MacLennan joins 27 leaders from across Minnesota in committing to investing in substantive change in our organizations and communities we serve to address racial inequities and social justice

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ON THE COVER OF
THE APRIL ISSUE

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NATURAL FOOD INGREDIENTS

Raj Singh joins tna as Group Aftermarket & Services Manager

Leading food processing and packaging solutions provider, tna, has strengthened its commitment to provide world-class technical support and aftermarket care for its customers with the appointment of a new Group Aftermarket & Services Manager. Raj Singh joins the team to bolster the aftermarket experience for tna's global customer base.

With over 20 years of experience in managing global customer service and operations networks, Singh brings a successful combination of business acumen, process knowledge and system implementation know-how to tna. Responsible for the organisation's aftermarket customer services globally, Singh will focus on further boosting standards in customer care including its my-tna 360° customer care programme – from troubleshooting technical issues to providing solution upgrades that facilitate advances in productivity and up-time.

Alf Taylor, tna Managing Director & CEO, said: "Raj's experience is a perfect fit with our strategy to continually drive the quality of our aftermarket services and we are looking forward to building on this commitment to our customers with innovative and reliable technical support. Our customers rely on their equipment to be operating at maximum efficiency with minimum downtime and our 360-customer care programme supports these requirements."

Singh's previous aftermarket leadership experience spans the food and healthcare industry. This, coupled with his numerous roles spanning customer service management and service product management, service delivery and administration, supply chain management and quality control, throughout Australia, New Zealand and South East Asia, made him a frontrunner to lead aftermarket care in tna.

Whipping up demand for California Walnuts

Over one million walnuts are used every week in the manufacture of Walnut Whips at Halifax, West Yorkshire, and California has been supplying quality walnuts for their production over the years. The original Walnut Whip contained walnuts that had been broken during handling and transportation and were therefore not suitable to be placed on the top. It was later marketed with an extra walnut on top, and subsequently the walnut inside was removed to leave one singular walnut outside.

"Chocolate and walnuts are a perfect pairing," says Mickael Jahan a leading development Chef in the UK, with many years' experience working with walnuts. "California walnuts are not bitter so the taste and texture in couverture chocolate is very subtle," he adds, "Most people would typically expect other nuts such as almonds or brazils to be covered in chocolate, however both nuts have a very unique crunch requiring more pressure to break the nut in the mouth. Walnuts are quite different, and although they do have a crunch it is significantly softer and the nut itself creamier, creating a unique



taste experience," says Jahan.

Peter Meadows from The Garden Marketing & PR, the trade representative for California walnuts in the UK, says: "Our overall goal is to communicate that California walnuts offer a number of attributes, over other origins – great taste, consistency, outstanding food safety, ideal for flavouring and texture profiles, always high quality and available all year. California walnuts are so incredibly flexible that they can enhance the taste and texture of a wide range of products including, of course, confectionery. We want manufacturers to understand why they should specify California as their origin of choice."

Cama Group addresses pandemic concerns

Thanks to its deployment of advanced contemporary automation solutions, Industry 4.0 concepts and comprehensive on- and off-machine connectivity, Cama is now able to virtualise every step of a project: from initial design concepts, through build, testing, commissioning & installation, and beyond, for ongoing maintenance and support.

Cama's new Live FAT (Factory Acceptance Testing) is the latest addition to its extensive digital-capabilities portfolio, which also encompasses pre-sales visualisation, virtual design (using augmented reality) and virtual commissioning.

"The launch of our Live FAT service comes at the perfect time," explained Daniele Bellante, CEO at Cama Group. "Someone once said that necessity is the mother of invention, and this is especially true in the current business climate. Although we have been working on the technology for some months now, its virtual, on-line approach is proving incredibly pertinent and beneficial in these times of lockdown and separation."

Using the Live FAT Platform, smart cameras



located close to the machine's primary operational elements, give customers real-time video access to machine tests – using their own protocols and project specifications – live from Cama's premises. In addition to the comprehensive overview given by the smart cameras, customers can also access complementary cameras covering static equipment, such as electrical panels.

Sharing of the visual information and data streams is via a secure, invite-only Microsoft Teams portal, accessed using a computer, tablet, or phone. High-definition cameras coupled to dedicated visualisation software and auto lighting, ensure the clearest possible views, immaterial of the viewing platform. Customers also have the option to go full screen on particular views, to get even more detail.

Synergy Flavours launches Dairy by Nature

Synergy Flavours, a leading supplier of flavours, extracts and essences for the global food and beverage industry, has announced the launch of Dairy by Nature, a new dairy portfolio of custom solutions for both traditional and plant-based products, in Europe and Asia.

Dairy by Nature combines Synergy's all-natural flavour creation expertise with the proprietary dairy technology of its parent company, Carbery, which has more than 50 years of Irish dairy heritage. The result is a new line of authentic dairy and dairy-free flavours designed to enhance dairy indulgence and build back taste. Dairy by Nature optimises flavour in a variety of products. It also masks undesirable off-notes in calorie-reduced and dairy-free recipes to deliver the healthier, great tasting products that consumers expect.

Dairy by Nature adds value to a wide range of applications – from fresh and cultured

dairy products, to nutritional, bakery, beverage, confectionery and even savoury applications. The portfolio delivers authentic taste, added functionality – such as enhanced process stability – and long-lasting mouthfeel. The solutions can be used as primary ingredients to replace or mimic dairy, or to enhance the flavour of existing dairy ingredients, such as butter, cream and cheese. They have been layered to replicate the rich, creaminess of dairy, whether used in standard or dairy-free formulations.

Unlike typical dairy flavours that simply add a singular top note, such as caramelised butter or condensed milk, Dairy by Nature provides enhanced mouthfeel and prolonged flavour delivery instead of a short-lived burst of flavour. The range also provides the means to give consistent flavour, such as managing flavour variability in dairy ingredients and masking undesirable notes in plant-based alternatives.

ProSweets Cologne relies on good partnerships during turbulent times

Supplier trade fair for the snack and confectionery industry extends early bird offer for stand bookings until 29 May 2020. Like all international trade fairs, ProSweets Cologne will also play a decisive role in the post-corona era in showing participating industries the solutions and trends for a successful future.

Production, logistics, sales and communication will see increasing change – networking among stakeholders, reactivating economic relationships and establishing new business will be more important than ever before. Trade fairs will be vital in this regard because they are an important building block for the economic growth of companies.

ProSweets Cologne is therefore already working on suitable formats in order to rise to these challenges. The aim is to offer all market participants at times such as these new solutions at an early stage, which provide a chance for rapid economic recovery and lay the foundation for the continued future success of the industry.

A key pillar of Koelnmesse is its global network of trade fairs in the food & foodtec sector. This provides unique access to the entire international food industry, including growth markets such as Brazil, Colombia,



China, Thailand and the United Arab Emirates. Collectively, the network of around 19,000 exhibitors and close to 600,000 visitors constitutes a size that is unique in the industry worldwide. The planned events in Asia already provide new opportunities for businesses to kick-start in the fall.

Building on the potential of the network, ProSweets Cologne offers its exhibitors and trade visitors additional support via numerous communication channels, which allows them to stay up to date and reach their customers when there are no trade fairs.

News in Brief

Chocolate turtles inclusion from Pecan Deluxe

Inclusions giant Pecan Deluxe is once again aiming to delight consumers, supplying the dessert and bakery sectors with its ever-expanding range of innovative products – this time in the form of miniature chocolate turtles.

A new shape for 2020, these eye-catching sweet treats are inspired by the popular US chocolate shop classic 'turtle candy' and are set to become a firm favourite on UK production lines. These cute creations can be made in standard milk, white or dark chocolate or, for the ultimate melt-in-the-mouth experience, can be created from low-melt compounds of the same flavours, as well as a striking pastel pink option. Unlike the traditional American recipe containing pecans, no nuts are included, making them ideal for a wide range of non-allergenic applications, including bakery products, confectionery, desserts and ice creams.

Bühler pays tribute to company stalwart and pioneer of the SORTEX sorter

Bühler, the global leader in food processing and optical sorting solutions, has paid tribute to inventor and highly-respected engineer Herbert Max Fraenkel, who helped to design the world's first Sortex Sorter known as the SORTEX G1, launched in 1947.

Having started as an apprentice, | who remained at Bühler until retirement, Fraenkel quickly established himself as an instrumental part of the business and many of the early patents, if not all, were thanks to his tenacity and expertise.

Following news of his death, friend and colleague Ben Deefholts, senior research engineer, Bühler Sortex, said during the early days, Fraenkel was ultimately responsible for specifying every machine that went into manufacturing, and could often be found tinkering with the machines for special applications almost as they were being packed.

Fudge Kitchen sets the benchmark for care during COVID 19

The last weeks have been marked by uncertainty, anxiety and isolation; but it has also marked out individuals and businesses. Fudge Kitchen MD, Sian Holt, and her team are one such exceptional example, whose support of their customers, community and particularly their staff has characteristically gone the extra mile.

"Our team is employed on the basis of being particularly fabulous," said Holt, "a more creative, talented, maverick bunch you'd be hard pushed to find. All 60+ of them are the lifeblood of Fudge Kitchen and we are very much a family, with some having worked with us for over 35 years. Maintaining that sense of belonging, of unity while safeguarding their health, mental health and their jobs, as far as we are able, has been central to my planning during the coronavirus."

This protective prioritising has translated into keeping communications regular, information transparent and silliness maximised, including: morale boosting, madcap weekly challenges for prizes, pitting the seven shops, production and management teams against each other, in crazy competitions that capitalise on the creativity, theatricality and famous game-on-ness of the Fudge Family. These have ranged from recreating famous works of art, home movie remakes of classic films and fudge-making themed, homemade playdough sculptures.



Olam Cocoa donates food and medical supplies across Africa

Olam Cocoa has announced a package of support to provide personal protective equipment (PPE) and important medical supplies to cocoa farming communities tackling COVID-19 across Central and West Africa. Farming cooperatives, hospitals and health centres will receive much-needed equipment including face masks, surgical gloves, hand sanitiser, thermometers and hands-free washing stations.

Vulnerable communities will also receive food parcels to help cocoa farming families who are struggling with the rising price of basic food staples as a result of the pandemic. In Nigeria, where the cost of some staples has almost doubled during the crisis, Olam Cocoa has already distributed 9,600 boxes of food, each box providing enough meals to feed a family of four for three days.

This package of support includes:

- 99,500 masks for health workers and farmers in Côte d'Ivoire, Ghana, Nigeria and Cameroon
- 30,900 bottles of hand sanitiser for health workers and farmers across the four countries



- Over 1,200 hands-free washing stations in farming communities across the four countries
- Radio broadcasts on more than 30 local stations in Ghana, Nigeria and Cameroon providing important public health information and advice to one million cocoa farmers in rural villages
- 1,970 posters and push notifications on WHO guidance around hygiene, social distancing and child labour prevention to increase awareness in cocoa communities in Côte d'Ivoire
- A continued commitment to delivering Good Agricultural Practice training to help cocoa farmers improve yields and incomes. That includes developing new training videos in Nigeria delivered via LED screens on mobile vans where it is not possible to safely visit farmers in person.

Barentz announces acquisition of USA-based Ingredients Inc

Barentz International, a leading global distributor of life science ingredients, has expanded its activities in the dynamic world of taste and nutrition. The company proudly announces its acquisition of Chicago-based Ingredients Inc – a very successful family business in the USA, and a leading developer and supplier of high-quality ingredients to food and beverage, pet food and nutraceutical manufacturers.

Highlights:

- The acquisition diversifies Barentz' sources, enabling it to deliver a wider range of high-quality ingredient solutions in the USA market.
- Ingredients Inc and Barentz share a proven track-record in developing, formulating, manufacturing and producing ingredients and custom-blends for their clients. Both companies add value by developing new ideas and innovative solutions through their expertise and network of specialised application laboratories.
- With headquarters in Chicago, and serviced by a network of warehouses,

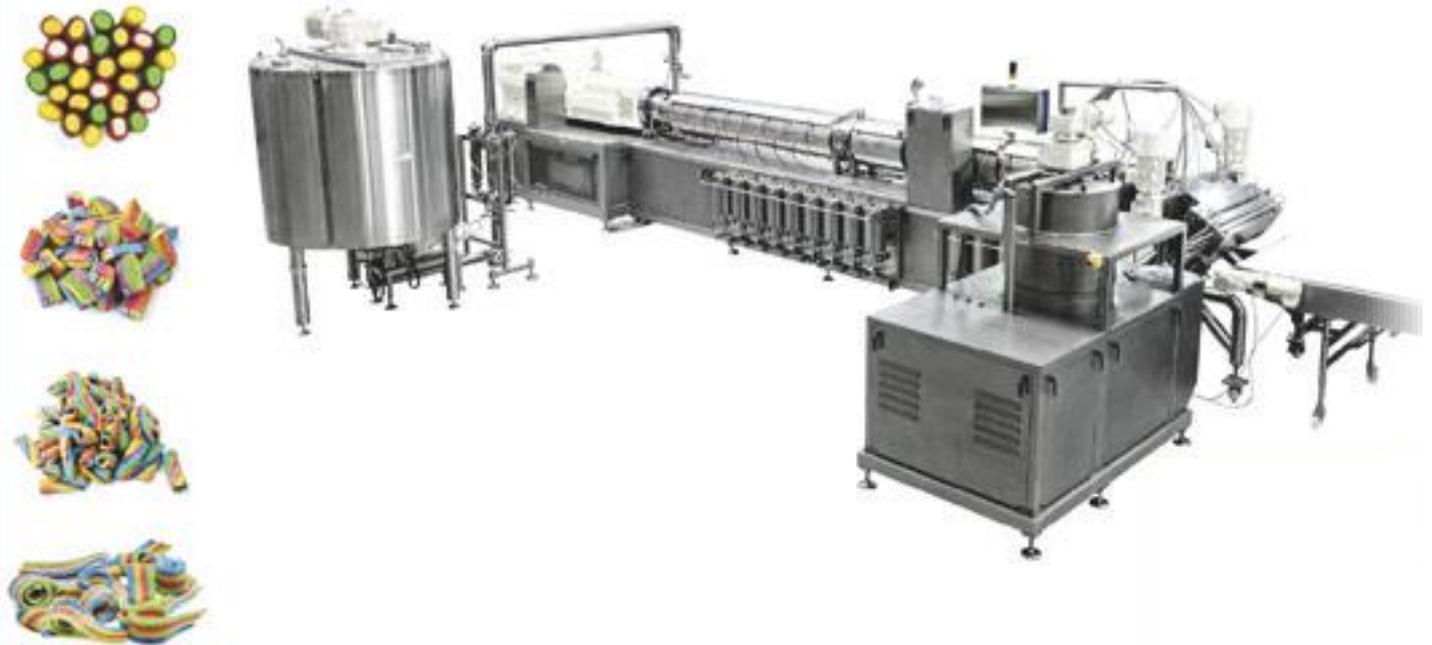
Ingredients Inc strengthens Barentz' national USA coverage.

Jim Stewart, founder and Managing Director of Ingredients Inc is looking forward to joining Barentz. "This is a promising new route, from which both parties will immediately benefit from each other's strengths," he remarked. "For Ingredients Inc, and for me personally, the customer-centric and entrepreneurial spirit of Barentz are of key importance. We are a family business with an extraordinary passion for our customers. We see the same attitude at Barentz: To always strive for better solutions."

For Barentz' CEO, Hidde van der Wal, Ingredients Inc's expertise is an excellent addition to the Barentz family of life science solutions. "This is the way to bundle all the expertise and skills that we have throughout our organisation towards developing and implementing innovative and suitable solutions," he said. "Ingredients Inc has an excellent national USA coverage and we see many opportunities to add our network and our solutions to the country."

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GNT launches new options in Brilliant Orange range

GNT Group has launched two new EXBERRY Coloring Foods that deliver bright orange shades in powder and oil-dispersible formats. Made from paprika and carrot, the new Brilliant Orange products provide solutions for a range of applications.

The EXBERRY Shade Brilliant Orange powder is oil-soluble and water-dispersible. It is designed for a broad range of applications including non-aerated confectionery, bakery and savoury products. The oil-dispersible EXBERRY Shade Brilliant Orange Intense, meanwhile, is ideal for compound coatings, spray-coated oil seasonings and other fat-based applications.

The powder and oil-dispersible options are available in addition to the existing EXBERRY Brilliant Orange liquid format.

The new products are pH-independent and offer good light and heat stability as well as a good shelf life. They are 100% plant-based, halal and kosher, and made without any chemical solvents. As such, they offer a perfect clean-label replacement for artificial colourants as well as additives such as annatto, beta carotene and paprika extract.

Sonja Scheffler, Product Manager at GNT, said: "We are delighted to add these new Brilliant Orange products to our range of EXBERRY Coloring Foods. With a liquid format already available, it means we can help manufacturers deliver stunning orange shades for a vast range of food and drink applications."

EXBERRY Coloring Foods are made from fruit, vegetables and edible plants using only gentle physical methods such as chopping, heating and filtering. They retain the characteristic properties of the source material and the concentrates are not selectively extracted. As a result, they qualify for cleaner and clearer labelling declarations.

Nestlé partners with Deliveroo

You can now have KitKats delivered directly to your door, just like your favourite takeaway. Nestlé has joined forces with Deliveroo's Essentials delivery platform to make sure consumers can still get some of their favourite items without the need to pop to the shop.

Now you can order a variety of chocolate, sweets or snacks, including KitKat two finger bars, Fruit Pastilles and San Pellegrino. You can also have instant coffee delivered to your door within minutes with tins of Nescafé Azera or Nescafé Cappuccino sachets.

The deliveries are available from 11 Deliveroo Edition sites in Leeds, London, Manchester and Nottingham.

Alexandre Manoukian, e-commerce lead for Nestlé Professional, said: "With people not able to just pop to the shop as easily on their lunch break for their favourite drink or snack, it made complete sense for us to be able to work with Deliveroo to bring it directly to their door."

Arabella Jenkins at Deliveroo said: "When



you can't justify popping to the shop just for a KitKat to get you through the final hours of your working day, Deliveroo is here to deliver a range of Nestlé snacks and drinks to your door in as little as under 30 minutes."

Nestlé has announced extensive efforts for pandemic support, having previously announced it is donating more than £4 million of products to food banks, the NHS and other key workers in the UK and Ireland while continuing to supply the nation with food and drink and working closely with trade union partners GMB and Unite to ensure a safe working environment across its manufacturing, supply and distribution operations.

Arla Foods Ingredients launch clean label concept in China

Arla Foods Ingredients has launched a clean-label concept to help brands meet growing demand for ambient yogurt in China.

The new solution is the first of its kind. It uses Nutrilac YO-4575, a 100% natural whey protein, to give unrefrigerated yogurts a premium positioning with all-natural ingredients.

Nutrilac YO-4575 is unique due to its heat-stability and texturising properties. It keeps ambient products smooth and stable throughout shelf life without the need for additives or preservatives.

Yogurt sales are growing faster in China than anywhere else in the world, with ambient yogurt the fastest growing segment in the country's liquid dairy market. The category, which accounted for almost 30% of China's entire yogurt market in 2019 has seen a significantly higher growth rate than either chilled yogurts or liquid milks.

Meanwhile, research shows that "made with real ingredients" and "no artificial flavour/colours" are the most important claims for Chinese consumers.

There is therefore clear potential for unrefrigerated yogurts with clean labels.



To help manufacturers meet this need, Arla Foods Ingredients has created an ambient stirred yogurt concept containing just five all-natural ingredients.

It contains more than 3% protein, with Nutrilac YO-4575 providing high nutritional value due to its high amino acid content. Like all of Arla Foods Ingredients whey products, it is sourced from the milk of grass-fed cows in the EU.

Torben Jensen, Senior Category Manager, FDP, at Arla Foods Ingredients, said: "Ambient yogurts with a natural label are looking more and more like a major opportunity to capture a slice of China's growing yogurt market. But to be part of this journey, manufacturers need to offer something different."

Functional ingredients address wellness trend in consumers

Functional ingredients like probiotics can help the food service industry respond to growing consumer focus on wellness, according to a new report.

The global food service industry has had to adapt quickly to the Coronavirus (COVID-19) crisis. Many outlets have shifted to 'less contact' models, or have started offering on-the-go and takeaway options to comply with social distancing rules.

The industry will also need to find new ways to respond to the growing consumer focus on wellness, according to the probiotic brand GanedenBC30, a Kerry ingredient.

The new report, "Opportunities for Formulating With Probiotic Ingredients in Food Service?", demonstrates that wellness, including immune health, was a growing priority for food service consumers even before the current crisis. Globally, 45% try to find the healthiest option when they eat out while 78% want restaurants to offer more options containing functional ingredients.

The report highlights the particular potential of probiotics, given the high levels of



awareness they command. Research shows that over half (54%) of consumers worldwide are aware that probiotics can promote good digestive health, while 46% know they offer immune system support.

The survey also indicates demand for probiotics in a wide range of food and beverage categories. Nearly half (48%) of consumers would be interested in yogurt containing probiotics, with 38% saying they would like to see them in juices.

John Quilter, VP & General Manager for GanedenBC30, said: "The sector will bounce back but when it does, it will need to meet the demands of a new world, with consumers more focused than ever on the protection of their health. Providing options that include functional ingredients is a great way to innovate in a market where wellness is increasingly important."

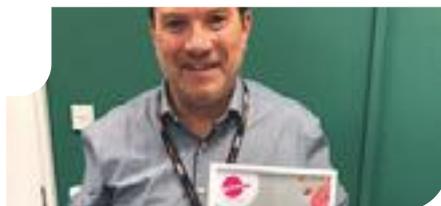
Nimbus Foods names new product development manager

UK inclusions and decorations specialist Nimbus Foods has announced that Craig Freshwater as the company's new confectionery new product development manager.

Freshwater will have overall responsibility for driving product innovation and process improvement across the current product portfolio, which also includes developing product toppings. He is targeted with the delivery of parent company Meadow Foods' strategic aim of delivering more value-adding innovation to its customer base.

He joins the company with over 30 years' experience in sugar confectionery manufacturing, product management and the sweet-making industry. Significantly, he won a sugar Confectionery award last year at Yummex Middle East and brings with him experience from a range of industry leading businesses, including Tangerine Confectionery.

Freshwater commented: "This is a fantastic opportunity to join a growing and ambitious business. I'm incredibly excited to join the Nimbus Foods team and to be



involved in the development of new and exciting inclusions, decorations and toppings. Nimbus has an excellent reputation within the food manufacturing industry, and I look forward to furthering the range of quality products we are able to offer customers."

The company operates from a BRC AA Grade factory in Dolgellau, Wales, and supplies some of the world's best-known brands across categories such as bakery, confectionery, ice-cream, desserts and cereals. Last year, Nimbus Foods was acquired by Meadow Foods as part of a strategy to grow the group of businesses through organic expansion and acquisition.

Mark Chantler, CEO of Meadow Foods, added: "We are delighted to welcome Craig to the Nimbus Foods team. His wealth of experience will complement the team and allow us to further develop our expertise in sweet inclusions as well as to bring new and exciting products to the market."

News in Brief

Pladis launches new Flipz flavour

Pladis has added a new flavour to its McVitie's Flipz range of coated pretzel snacks.

Strawberry Cheesecake will join Flipz' lineup of sweet-savoury hybrid pretzels from the beginning of June.

The pretzels are coated in a strawberry cheesecake glaze, billed by Pladis as being a "tasty, bite-sized twist on a classic dessert".

It will roll out at Morrisons and Asda next month (rsp: £1.50/90g).

Pladis UK&I head of McVitie's commercial & seasonal brands Jonathan Bull said Flipz had an "incredibly loyal" consumer base, but the manufacturer wanted to encourage new shoppers to buy into the range.

Symrise opens new flavourings facilities in China

The global Symrise flavour and fragrance group has made a major investment of €50 million in opening a new production site for its operations in Nantong, eastern China.

Reflecting the present coronavirus pandemic conditions, the executive board, senior staff, plant workers and guests held a virtual ceremony to mark the facility's development – in a video conference – for the first time.

Chief executive Officer Dr. Heinz-Jürgen Bertram and Chief Financial Officer Olaf Klinger conveyed their greetings via live video from Holzminden.

As the company, which produces a broad range of products including for the confectionery and bakery sector revealed, the decision to build at this location, in the industrial park on the green field, was made in 2016. Its location serves key areas of China, as well as being comparatively close to other markets within the region including Taiwan and Japan.

Uelzena Group charts a safe course through the pandemic

The dairy group considers itself well prepared for the current challenges posed by Covid-19. The impact on the business will be felt from the second quarter, however the group intends to retain its long-term investment strategy to secure its future.

Supply chains remain stable The Uelzena Group, with four sites in northern Germany, is not immune to the effects of the standstill. As a systemically relevant dairy, the Uelzena Group processes raw milk ingredients from more than 800 milk producers to make milk powder, butter, cheese and sweetened condensed milk. The operability of milk collection and processing is therefore crucial to the financial stability of the cooperative members, the milk producers and for the company itself. Measures introduced immediately to secure the availability and production capacity of all other raw materials and production areas of the group, have also ensured customer supply.

Within a very short time, their employees have helped to tighten hygiene rules and reduce any contact opportunities to the necessary minimum both internally and with third parties. Home offices, video conferences, working in small groups without shift handovers, wearing protective masks in hazardous areas and further increased disinfection measures have become part of the company's daily routine. "To date no employee in the corporation has tested positive for 'corona' Covid-19, for which we are thankful," said Human Resources Manager Ina Hinrichs.

The Managing Directors of the Uelzena Group, along with representatives from production, human resources and quality management, regularly analyse the situation and make any necessary adjustments. "This will enable us to keep dealing with the crisis calmly in the coming weeks," concluded Chairman of the Board Jörn Dwehus.

How COVID-19 has impacted Hershey

Consumers are baking at home more, but they're also reaching for fewer mints during the coronavirus pandemic. That's according to The Hershey Co.'s presentation during its annual meeting of stockholders on May 12.

Michele Buck, Chairman, President & CEO of Hershey, updated stockholders on the state of The Hershey Co. during that meeting as well as during its first quarter earnings call on April 23. Both meetings addressed how the company was being impacted by COVID-19.

"Our grocery and snacks businesses, in particular, saw increases in both household penetration and basket size," Buck said during the April 23 call. "Hershey syrup, baking chips and cocoa all grew approximately 30% during March, and trends have remained strong as families are spending more time together at home baking."

Buck also said the gum and mint category has been significantly impacted by social distancing.

"These categories are much more functional than emotional, and they've experienced



declines of 40% to 50% over the past several weeks," Buck said during the call.

However, Buck says e-commerce growth has accelerated meaningfully. The number of consumers purchasing groceries online has increased significantly over the past several weeks. Hershey's research indicates 45% of consumers have used one or more online grocery options in the past four weeks — 23% of which use these services for the first time," Buck said.

Buck also said household penetration of confections has doubled over the past few months.

"Consistent with these broader trends, our overall e-commerce growth rate has accelerated significantly, with growth over 120% in March versus 60% in January and February," Buck said.

Ferrero to open new distribution centre in Georgia

Ferrero USA, Inc. is opening a 728,000 sq. ft. distribution centre in McDonough, Georgia, a suburb of Atlanta.

The newly constructed facility is located at 875 Highway 42 South and is projected to begin operating by early September. The company anticipates it will add 250 local jobs.

In recent months, Ferrero has expanded its North American headquarters in New Jersey and opened two new distribution centers in Pennsylvania and Arizona, as well as assumed management of two manufacturing plants in Bloomington and Franklin Park, Illinois.

The McDonough facility adds capacity for Ferrero to distribute its growing portfolio of brands, including Butterfinger, Baby Ruth and Crunch, throughout North America. Over time, the facility will distribute other Ferrero brands, including Ferrero Rocher, Nutella, Tic Tac and Kinder, to support overall company growth.

"Ferrero is committed to continue growing in the U.S.," said Paul Chibe, president and CEO, Ferrero North America. "The McDonough distribution centre will help us bring our products to more people in the market and will bring great employment opportunities to the



people of Henry County at a crucial time."

DHL Supply Chain North America will provide warehouse services for Ferrero's new distribution center, including shipment consolidation, packaging, distribution and inventory management.

"We are pleased to welcome Ferrero, one of the largest chocolates and confectionery companies in the world to McDonough, Georgia," said McDonough Mayor Billy Copeland. "Ferrero has a strong brand with an outstanding reputation for excellence, and we are optimistic about the positive impact this new location will have on our community."

Cargill Cocoa & Chocolate President Harold Poelma named ECA chairman

Members of the European Cocoa Association (ECA) have elected Harold Poelma, president of Cargill Cocoa & Chocolate, as chairman of the association for the next two years, beginning May 26.

Paul Davis, head of cocoa at Sudden, has also been appointed as the ECA vice chair, and Christian Vollers, managing director at Vollers Group GmbH, has been named treasurer. Poelma, Davis and Vollers form the new ECA Executive Committee.

Poelma thanked Steven Retzlaff, former ECA Chairman, for his efforts and leadership during his term, notably on the significant development of ECA's regulatory activities and increased membership. During Retzlaff's term, the seventh edition of the European Cocoa Forum was held in September 2019 with great success.

The General Assembly also appointed two new directors: Christophe Vandierendonck, managing director-commodities at Katoen Natie, and Enrico Pacorini, CEO at Pacorini Group.

For the next two years, the ECA Board will have the three executive committee

members and the following directors:

- Steven Retzlaff, president of global cocoa, Barry Callebaut
- Patrick de Boussac, CEO, Touton
- Gerard A. Manley, CEO, Olam
- Patrick Poirrier CEO, Cemoi
- Wim Groen, CEO, Theobroma
- Olaf Reichardt, CEO, Fuchs & Hoffmann GmbH
- Mario Snellenberg, commercial director, Nederland SA
- Christophe Vandierendonck, managing director-commodities, Katoen Natie
- Enrico Pacorini, CEO, Pacorini Group

As the ECA Chairman, Poelma has also been appointed as chairman of the Primary Food Processors Platform.

"The COVID-19 pandemic has tested the resilience of our global community as well as our cocoa and chocolate community," Poelma said. "For all ECA-members and its partners, it's important that we continue to work together to find solutions that will help us overcome the challenges associated with this crisis and any issue that affects the industry, the trading and the logistics of the cocoa sector."

Barry Callebaut to acquire Australian chocolate manufacturer GKC Foods

The Barry Callebaut Group has acquired GKC Foods (Australia) Pty Ltd, a producer of chocolate, coatings and fillings serving many consumer chocolate brands in Australia and New Zealand.

This acquisition establishes Barry Callebaut's direct presence and manufacturing capacity in the growing Australian market. The acquisition of GKC Foods will allow Barry Callebaut to expand its position in the industrial chocolate market and to leverage its value-adding Gourmet & Specialties business in Australia and New Zealand.

Barry Callebaut will continue to work with local distributors across Australia and New Zealand who have been importing and distributing its industrial and gourmet chocolate and cocoa products to the country since the 1970s.

Australia and New Zealand have an average chocolate consumption of approximately five kilograms per capita, the highest per-capita chocolate consumption in Asia Pacific, according to Euromonitor.

In Australia, demand for chocolate has been on the rise – the chocolate confectionery market in the country grew well above the global market, according to Nielsen.

GKC Foods has been manufacturing "Made in Australia" chocolate and confectionery products since the 1980s. Today, the company produces a wide range of products including organic and vegan chocolate for dedicated chocolate shops, gourmet delis, specialty food outlet and key national retailers. The company operates a chocolate factory and a warehouse in Melbourne.

Barry Callebaut's investment involves upgrading and expanding the factory's existing infrastructure; installing a state-of-the-art chocolate production line, and the deployment of an integrated management system to enhance automated production. In addition, the company will employ around 50 people at the site, including GKC Foods' existing employees, who will transfer to Barry Callebaut upon completion of the transaction.

News in Brief

Whatchamacallit asks fans to name new chocolate bar

The Whatchamacallit brand is asking fans to name a new candy bar for a chance to win \$5,000.

Launched in 1978 by The Hershey Co., it chose "Whatchamacallit" from a list of nearly 100 names. The original candy bars were made of peanut butter crisp coated in a thin layer of chocolate, but nine years after the launch, the formula was modified to include chocolate, caramel and peanut-flavored crisps.

The yet-to-be-named bar will include chocolate, chocolatey crisps and peanut butter, according to a photo on whatchamacallitcontest.com.

Fans can visit the site and submit their name suggestions through June 15. Entrants may also share their name suggestions on Twitter and Instagram by tagging @whatchamacallit and using #whatchamacallit and #contest.

See's Candies reopens candy kitchens in San Francisco, LA

See's Candies has reopened its candy kitchens in San Francisco and Los Angeles after closing them as a result of the COVID-19 pandemic.

Pat Egan, See's president and CEO, wrote in a letter to customers that the company worked through "every step in the process" to make sure it was safe to reinstate production and open its shops.

"As we continue to manage through these unprecedented times, the health and safety of our employees and customers remains our top priority," Egan wrote. "We're focused on making the best candy possible and caring for our customers. One of the best ways we can do that is to make all the necessary improvements to ensure we're living up to your expectations in every aspect of how See's operates."

Nestlé introduces Smarties recyclable packaging

Global food and confectionery group Nestlé has exposed its next step in environmental improvement measures with its Smarties block now being produced in recyclable paper wrapper.

As the company explained, around 3.5 million of the product range are sold each year, indicating that the rest of the range could be soon delivered with similar recyclable packaging.

The Smarties block packaging is made from a coated paper that is widely recyclable. It is the first time that the technology Nestlé pioneered to launch its YES! bars – enabling paper to be used on high speed production lines previously designed for plastic or laminate packaging – has been used for such wide scale production.

Richard Watson, Business Executive Officer for Nestlé Confectionery in the UK and Ireland said: "At Nestlé, we have committed to making 100% of our packaging recyclable or reusable by 2025. But we know we need to go further – and we are looking at a range of more sustainable packaging solutions for our confectionery products that can have an impact now. Moving the Smarties confectionery range to paper is one demonstration of this intent, and we are very pleased to introduce the Smarties sharing block in a fully recyclable paper wrapper.

Among other actions the company has taken on plastic recycling include investing up to CHF 2 billion (£1.6 billion) to lead the shift from virgin plastics to food-grade recycled plastics and to accelerate the development of innovative sustainable packaging solutions. The business has also signed up to the European Plastics Pact., this will help it achieve 100% recyclable or reusable packaging and reduce the use of virgin plastics by one third by 2025.

China gives the green light to whey permeate imports

Arla Foods Ingredients has welcomed the news that whey permeate can now be exported to China for use in food and beverage products.

On 15 May 2020, China published an official safety and quality standard for using permeate powders in food processing – signifying that its market is ready to accept imports of the ingredient with immediate effect.

The development comes as a result of a recent trade agreement between the US and China. However, the standard applies globally, and permeates from any country may be exported to China provided it complies with the requirements.

Henrik Jacob Hjortshoej, Head of Sales Development, Food at Arla Foods Ingredients, said: "The opening of the Chinese market to permeate exports is highly significant for the global dairy ingredient industry. Demand for permeate is rising fast in China, just as it is across the world. We look forward to working with our customers in China to supply them with the highest quality whey permeate powder for their food and beverage applications."

Whey permeate is a milk solid with around 80% lactose content. Used as a bulking agent,



it is a highly cost-effective replacement for skimmed milk powder, lactose and sweet whey powder. In 2017, powdered permeate received a Codex Alimentarius international standard.

Arla Foods Ingredients markets Variolac whey permeate, which has a sweet milk taste, low ash content, stable mineral profile and free-flowing powder properties over a 12-month shelf life.

Permeate is increasingly being used by multinational brands, particularly in categories such as chocolate and biscuits, but also in hot drinks, dairy and desserts. Innova figures show that the number of new products containing whey permeate has more than doubled in recent years, growing from 169 in 2015 to 387 in 2019.

Campaigners offer plans to tackle obesity amid pandemic

A group of health campaigners has delivered a plan to the UK government which it claims will offer a direct strategy in response to a review of how obesity, ethnicity, income and gender can affect the impact of the coronavirus on people's health. As the Action On Sugar and Action on Salt initiatives noted, there has been increasing evidence that obesity is an independent risk factor for more severe illness and death from covid-19.

Action on Sugar and Action on Salt has delivered an evidence-based plan for the Prime Minister to provide support for those living with obesity, while improving health for all in the long term. With increasing evidence demonstrating that obesity is an independent risk factor for more severe illness and death from COVID-19, the group is calling on the nation to know their BMI numbers to identify their risk and for the government to improve advice, access and treatments at scale and pace.

Graham MacGregor CBE - Chairman of Action on Sugar and Action on Salt, Professor



of Cardiovascular Medicine, Queen Mary University of London said: "With data showing that 78% of coronavirus infections and 62% of hospital deaths occur in overweight or obese individuals – with Boris Johnson himself is reportedly to be concerned about his own weight with an estimated BMI of 36 – the government has a moral duty to intervene. Obesity is also the main underlying cause of type 2 diabetes which in itself is another potentially modifiable risk factor for more severe COVID-19. However, long planned and awaited governmental measures to address this have been unbelievably put on hold due to the COVID-19 outbreak, at a time when they have never been more necessary."

Ben & Jerry's release powerful statement in support of BLM movement

“First, we call upon President Trump, elected officials, and political parties to commit our nation to a formal process of healing and reconciliation. Instead of calling for the use of aggressive tactics on protestors, the President must take the first step by disavowing white supremacists and nationalist groups that overtly support him, and by not using his Twitter feed to promote and normalise their ideas and agendas. The world is watching America's response.

“Second, we call upon the Congress to pass H.R. 40, legislation that would create a commission to study the effects of slavery and discrimination from 1619 to the present and recommend appropriate remedies. We cannot move forward together as a nation until we begin to grapple with the sins of our past. Slavery, Jim Crow, and segregation were systems of legalised and monetised white supremacy for which generations of

Black and Brown people paid an immeasurable price. That cost must be acknowledged and the privilege that accrued to some at the expense of others must be reckoned with and redressed.

“Third, we support Floyd's family's call to create a national task force that would draft bipartisan legislation aimed at ending racial violence and increasing police accountability. We can't continue to fund a criminal justice system that perpetuates mass incarceration while at the same time threatens the lives of a whole segment of the population.

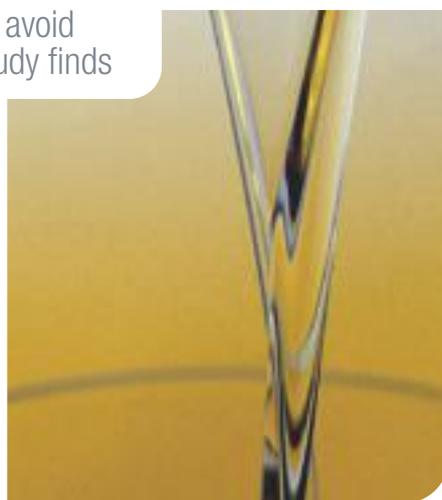
“And finally, we call on the Department of Justice to reinvigorate its Civil Rights Division as a staunch defender of the rights of Black and Brown people. The DOJ must also reinstate policies rolled back under the Trump Administration, such as consent decrees to curb police abuses,” the statement read.

More than 60% of U.S. consumers avoid saturated fat or trans fat, Cargill study finds

Nearly seven in ten consumers (68%) across the world report closely monitoring the type and amount of fat and oil in their packaged food, according to the recent global FATitudes study from Cargill.

The study revealed consumers closely read labels of packaged foods, with fat and oil type as a strong purchase consideration factor. FATitudes is a study conducted by Cargill each year to learn more about consumers' awareness, perceptions and behaviours around fats and oils found in packaged foods and to help inform the future of food innovation. This year, approximately 6,600 primary household grocery shoppers were surveyed in 12 countries including the United States, Germany, China, Brazil and the United Kingdom, among others.

“This type of research is important because it gives Cargill and our customers a guidepost for our innovation efforts,” said Nese Tagma, Managing Director of strategy and innovation for Cargill's global edible oils business. “As consumers' attitudes toward fats and oils have shifted in recent years, we know they're interested in consuming healthy amounts of oils. We're able to offer a broad portfolio of fat and oil solutions, including our Clear Valley line, which has a canola-based



product with lower saturated fat. This research is vital to guide our thinking on whether to revitalise tried-and-true products or develop a new frying oil to adapt to changing tastes and health options.”

Allison Webster, Director of research and nutrition communications for International Food Information Council (IFIC), emphasised the importance of this global perspective.

“IFIC's U.S.-based consumer research consistently shows that while nutrition information, expiration date and ingredients lists are most often consulted when deciding what to eat, labels and health claims are also highly influential on food purchasing decisions,” Webster said.

News in Brief

How Blommer Chocolate Co. reacted to the virus

Blommer Chocolate Co. was ready to meet pandemic challenges head on, thanks to dedicated crisis response and risk management teams and frequent communication among all staff members.

David Meggs, Blommer's Chief Commercial Officer, recently spoke about the measures the Chicago-based chocolate producer has taken to keep employees safe and production running smoothly during the pandemic.

“Blommer had a Crisis Response Team (CRT) and Risk Management Team (RMT) in place with existing protocols prior to the COVID-19 pandemic. The CRT looks at the immediate needs from an urgent issue and how to mobilise resources and information to deal with situations facing the organisation. The RMT looks at the same situations through a bigger, longer term impact lens to lead the organisation through the situation.”

Necco wafers return to the U.S.

After a nearly two-year hiatus, Necco wafers are returning to shelves in the U.S. this summer, Spangler Candy Co. announced.

The Ohio-based company released a list of 32 retailers that will carry the nostalgic treats starting in June and July, including Cracker Barrel, CVS, Dollar General, Kroger and Walgreens.

“Just when comfort food is experiencing a resurgence, Necco wafers are back with that very kind of familiar, comfortable feeling we all seem to be craving,” said Kirk Vashaw, CEO of Spangler Candy Co. “We are delighted to bring Necco Wafers back into production and to share in their sweet return with fans old and new.”

Spangler said the Necco wafer recipe has remained “essentially unchanged,” though fans may detect a richer cocoa flavor in the chocolate wafers as a result of a minor improvement to the cooking process.

Pändy Foods' sugar-reduced jellies prove huge hit

Pändy Foods AB launched the first two flavours with its new recipe for sugar-reduced jelly candy at the end of last year. During the initial sales period, the products were well received, with higher sales than expected and quick listings in the service trade.

As of now, the products will also be listed and available centrally at ICA, one of the leading Nordic retailers.

The jelly candy was launched in two flavours at the Fitness Festival at the end of last year and received a strong response from the market. Since then, sales have been higher than expected with broad listings and high sales per store, where until now all that could be produced has been sold out.

The company has secured an increased production capacity to accommodate growing sales going forward. The candy is available today in some of the company's export markets with further launches to come within short.

In Sweden it is listed and sold at, among others, Preem, OKQ8, Circle K, ICA, Hemköp (franchise), e-commerce dealers and wholesalers. The launches have also meant an increased frequency of incoming inquiries from international distributors and retailers who are interested in local imports of the jelly candy and chips.

"It is super exciting that we have found the right product with good traction and at the same time providing visibility and indirect marketing for Bayn's EUREBA," Simon Petré, CEO of Pändy Foods AB said. "Healthier sweets are our cornerstone and are the first products that we launched to market in 2016, where we have since then worked to develop the new recipe that is now available on the market."

Buddy Squirrel pivots business to concentrate online shipped-to-door business

Like many small businesses forced to close during COVID-19 Safe at Home policy, Buddy Squirrel suffered financially by losing the opportunity to serve its consumers at retail locations.

For years, the local Candy Shoppe served its traditional business in mall locations and popup stores throughout the Midwest. The company announced recently that the Shoppes at Brookfield Square and Southridge Malls will not reopen.

During the last eight weeks, the company learned that many of their loyal fans are excited to get their decadent treats delivered to their homes. Like sending a virtual chocolate kiss or hug, many consumers are shipping treats to friends and family they are missing.

And many of its local patrons actually have grown and flown across the United States. The company is leveraging this opportunity to ramp up its ecommerce store and pivot its business to serve more online customers nationwide.

"As the COVID-19 situation continues to unfold, we have watched the dramatic omnichannel shift of our own consumers more towards shopping online. As a result, we have adjusted our ecommerce business approach



and support to adapt to these consumer behaviour changes and are well positioned for success.

"We are excited to getting back to business as usual with the addition of this newly refined online support capability," states Steve Winkler Sr. VP Sales & Marketing Buddy Squirrel.

Buddy Squirrel plans to reopen its Kitchen Store Shoppe located at its headquarters in St. Francis, Wisconsin just as soon as possible. The 100+ year old company offers specialty and traditional confections, popcorn and nuts.

The Buddy Squirrel and Quality Candy confections can still also be found at local retail partners like Sendik's, Sentry, Half Nuts and Layton Fruit Market.

Skittles gives up the rainbow for Pride

This June, SKITTLES is giving up its signature rainbow by removing the iconic colourful branding to celebrate the LGBTQ+ community and highlight that during Pride, only #OneRainbow matters.

For the first time in the U.S., the brand is releasing limited-edition SKITTLES Pride Packs. The packs feature a colourless design with colourless candies inside.

As part of the launch, the brand is also announcing a partnership with GLAAD, the world's leading LGBTQ+ media advocacy group.

During the month of June, \$1 per pack purchased will be donated to GLAAD (up to \$100k).

The Pride Packs are part of SKITTLES' "Give the Rainbow" campaign, which the brand has previously launched in Canada, Germany and the UK.

Although you won't see the usual vibrant colors on SKITTLES Pride Packs packaging and candies, the packs will feature the original five fruity flavours of strawberry, orange, grape,



green apple and lemon.

The limited-edition packs will be available for purchase in Share Size Packs (\$1.79) and Medium Stand Up Pouches (\$2.59) at CVS and select Walmart stores.

"This Pride month, Skittles is removing its rainbow, but replacing it with much-needed conversations about the LGBTQ+ community and a visible stand of solidarity," said GLAAD President and CEO Sarah Kate Ellis. "The funding that GLAAD receives from the Skittles Pride Packs will support our news and campaigns program, which tells culture-changing stories of LGBTQ+ people and issues across the media year-round.

"This year when many LGBTQ+ people will be unable to gather at large Pride events, it's so important that brands, notables, and other allies find authentic and creative ways to show that they stand with our community."

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International Confectionery's product picks for June 2020

TWIX unveils new Cookies & Creme Ice Cream Bar as its latest innovation for summer

With warmer days just ahead, Mars has unveiled its newest ice cream innovation, the TWIX Cookies & Creme Ice Cream Bar. Inspired by the TWIX Cookies & Creme Chocolate Bar, this frozen treat is packed with creamy vanilla ice cream mixed with chocolate cookie pieces, topped with crunchy chocolate cookies.

As the world adjusts to new ways of living, taking the time to find joy in everyday moments can make our days brighter. Whether it's birthdays and graduations, video-chatting with family or simply winning game night, many days are filled with little moments worth celebrating – and what better way to put a smile on your face than with ice cream.

"We're thrilled to kick off summer celebrations this year with our TWIX Cookies & Creme Ice Cream innovation," said Jayesh Shah, Mars Ice Cream Marketing Director. "This frozen treat offers an exciting

new twist on our classic ice cream bar – and we hope it delivers a welcomed smile to fellow TWIX fans this summer season."

Mars will spend the summer scouring social media to find and gift TWIX Cookies & Creme Ice Cream Bars to fans in need of a smile. The brand encourages fans to post on social media using #TwixIceCream for consideration.



Conscious Candy Company launches vegan fried egg

There is an egg-citing new treat coming to independent vegan sweet company Conscious Candy Co.

Conscious Candy Company delivers over 80 varieties of 100% vegan sweets to your door – a saviour during lockdown. But from May 8 they will be offering something never seen before in the UK: vegan fried eggs!

When asked why they set out on the arduous journey of perfecting the vegan fried egg, this was their response: "It's a classic sweet that needed 'veganising'!



We asked our customers what sweet they missed most and had an overwhelming request for a vegan fried egg.

"It was a hard task, and getting the consistency and flavour right took a long time but we're super happy with the result and most people have said it tastes better than the gelatine eggs they remember!"

These little eggs have a vanilla flavoured 'egg white' foam with a subtle orange flavoured 'yolk' jelly. They are also palm oil free!

The company recommends eating the eggs kept in paper bags within four weeks for freshness and their pouches within six months. You can also transfer the eggs into an airtight container for an extended freshness date, nobody wants rotten eggs now!

NOMO launches first ever nut-free Hazelnut choc bar

Anyone with a nut allergy or intolerance no longer needs to miss out on delicious chocolate as NOMO has launched the first ever Nut Free Hazelnut Crunch Choc Bar. This comes as welcome news to the 71% of people with a nut allergy who say they often feel left out of social gatherings because of their allergy according to recent research conducted by Kinnerton, the makers of NOMO.

NOMO's number one mission is to ensure that no one misses out on great tasting chocolate. The new Nut Free Hazelnut Choc Bar has been carefully developed so that all chocolate lovers can enjoy the taste and texture of hazelnuts. Made with crunchy cocoa nibs, rice crispie



pieces and natural nut free flavour, the launch of the Nut Free Hazelnut Crunch Choc Bar means that anyone with a dietary intolerance, nut allergy or restriction will never have to miss out on the great taste of nuts ever again.

Skittles Giants launched by Mars Wrigley

Confectionery behemoth Mars Wrigley is expanding its Skittles range with a giant variant, which is softer on the inside and three times the size of a standard Skittle.

The firm claims that research has shown fruity confections shoppers expect variety in flavours and textures. It is hoped that the new sweet will appeal to a broader range of shoppers and grow the category.

The new line follows the successful launch of Skittles Chewies in 2018. With 11% of Skittles Chewies sales incremental to the Fruity Confectionery category, Mars Wrigley is aiming to repeat this success.

The new product is available in a single 45g pack (rrp 49p), £1 PMP treat bag (125g), 141g value pouch (rrp £1) and a 170g grocery pouch (rrp £1.49).



Gut Happy Cookies from Uplift Food

Uplift Food is pleased to announce the launch and availability of its new prebiotic Gut Happy Cookies line—salted peanut butter with chocolate and coconut; sunflower butter with vanilla and chia; and salted almond butter with vanilla and hemp seeds.

Each globally-inspired, scientifically supported sandwich cream cookie was individually created and formulated by internationally renowned Dietitian Kara Landau, the first dietitian to create a functional food company focused exclusively on the supportive benefits between mood and gut health. That impressive innovation caught the eye of global food giant Mondelez International's new venture arm, SnackFutures, which provided Uplift Food with its first investment and allowed Landau the opportunity to create new products, such as the new Gut Happy Cookies line and redefine the “good for you” functional food category.



Swizzels launches pudding-inspired hanging bag sweets

The 150g bag contains individually wrapped chew bars in Sticky Toffee

Pudding, Lemon Meringue, Rhubarb Crumble, and Apple Pie & Custard flavours, retailing at £1.29. There is also a price-marked pack format available for the convenience sector.

The sweets were created by Tracy-Jane Fielding who won the brand's Sweetest Invention competition as part of its 90th anniversary.

Swizzels said share bags and sharing occasions remain incredibly popular, so displaying Great British Puds in a hanging bag format featuring a “brightly-coloured, British design is sure to stand out on shelves and appeal to all ages”.

Jeremy Dee, Managing Director of Swizzels, said: “Great British Puds is our biggest launch for 2020 and we are confident it will contribute to the exponential growth we are experiencing across chew bars and hanging bags.”



Popcornopolis Americorn popcorn, exclusively at Sam's Club

Just in time for summer, Sam's Club shoppers can look forward to adding a star-spangled snack to their pantry. The purveyors of gourmet popcorn, Popcornopolis are pleased to announce Americorn is now available exclusively at Sam's Club locations and samsclub.com in large 20 oz bags.

Celebrating the spirit of the season, Americorn is a vanilla flavoured caramel corn bursting with bold, patriotic colours creating one very tasty, all-American treat. The limited-edition offering features perfectly-popped American-grown non-GMO popcorn drenched in creamy vanilla coating. It's the nostalgic taste of carnivals, county fairs and happy hometown memories, updated for an exquisite, mouthwatering snack that'll keep you grinning with joy, bite after bite.

"We took inspiration from our delicious Caramel Corn to create a light, crispy, buttery and sweet vanilla flavoured popcorn. It's packed with crunchy goodness and the vanilla creates an irresistibly creamy finish," said Phil Fox, Executive Chef at Popcornopolis and VP of product development. "Americorn is the perfect snack for Memorial Day, 4th of July, movie nights, barbecues, birthdays and summer snacking. We even dressed the kernels up for the summer in festive red, white and blue."

"Made the way it oughta be," Popcornopolis offers over 20 recipes and is made from American-grown, non-GMO corn. Crafted with big flavour, the company's treasured popcorn recipes are also certified gluten-free and use only the finest ingredients and cooking practices.



Pop-Tarts launch nostalgic Confetti Cake Bites

Fans of Pop-Tarts who grew up with slap bracelets, ripped jeans and neon shirts can reach for a new favourite snack that's fresh like the many colours of spring: Pop-Tarts

Frosted Confetti Cake Bites. Packed with cake flavour and blinged out with edible glitter, Pop-Tarts Frosted Confetti Cake Bites are "all that" and a "totally

fly" new snacking option that will appeal to anyone who appreciates '90s culture. The celebratory flavour will make you think it's your birthday with every bite—whether you're at the mall, the arcade or just chillin' at home.

"At Pop-Tarts, we're always looking for the next flavour innovation, and with the popularity of '90s nostalgia culture, new Frosted Confetti Cake Bites will be a hit with fans looking for a taste of the past," said Sarah Reinecke, Director of brand marketing for Kellogg's Portable Wholesome Snacks. "These colourful snacks taste like you're eating a slice of birthday cake on the go, no baking required."

Pop-Tarts Frosted Confetti Cake Bites will be available this month at retailers nationwide in a five-count box, and a 10-count box at Walmart stores.



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- » May be steam cleaned or machine washed

GUM TRAYS

- » Open sides promote air circulation and thorough drying
- » Space-saving stacking design
- » Contoured edges and corners eliminate trapped residue

STOCK BOXES

- » Expressly designed for storing candy prior to packing
- » Container lid provides an airtight seal to ensure freshness and sanitation
- » Completely safe for freezing

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Health food from BHI and Uelzena from a single source

The successful company from Franconia and the northern German dairy group strengthen their nutritional supplement business by forming a partnership in this fast growing market

The northern German dairy Uelzena eG will hold a 50% stake in Biohealth International GmbH, Münchberg (BHI) and will integrate its nutrimeo health food solutions (nutrimeo) business division into the joint company. The contract was signed on May 13, 2020. The parties agreed not to disclose the purchase price. With this move, partners Stefan Gebhardt, MIDAS Private Equity, and Uelzena eG wish to jointly serve the market for nutritional supplements, sports nutrition and dietary foods.

Excellent market position for professional health food solutions

BHI and nutrimeo have a joint turnover of about EUR 45 million and employ more than 200 staff at three sites in Germany and Austria. The new company offers a broad range of product solutions: from powdered blends in various small package sizes to capsules, tablets, ampoules and bars to liquid supplements and ready-to-drink beverages – all standard product categories are available to customers. As a contract manufacturer for brand products and retail, the joint company is characterised by its speed and professionalism.

Combining forces

Mr Uwe Radke, Managing Director of Uelzena eG, is appointed along with

“The strengths in production expertise and quality of Uelzena/nutrimeo perfectly complement the flexibility and the broad product portfolio of BHI”

Mr Stefan Gebhardt to the executive management of BHI. The partners want to develop the company into one of the leading providers in the health food market and plan to further expand production capacity at the site in Münchberg. “With the joint venture, BHI and nutrimeo share the clear common objective of further developing their position as one of the leading providers in the private label health market,” says Jörn Dwehus, Managing Director of Uelzena eG. “The strengths in production expertise and quality of Uelzena/nutrimeo perfectly complement the flexibility and the broad product portfolio of BHI. We look forward to offering our customers an expanded range of services.”

“In the past few years, we have scrutinised several options as part of our growth strategy”, says Dietmar Grillhofer from MIDAS Private Equity. “Investors focused purely on capital were not our preferred choice in view of our strategic development – with Uelzena we now have the perfect partner. Uelzena's strong

local connections and expertise in producing the highest quality food will secure the further expansion of the BHI company group in the coming years in a rapidly growing health market. The completion of the transaction is pending the agreement of the German cartel authority.

The dairy group also considers itself well prepared for the current challenges posed by Covid-19. The impact on the business will be felt from the second quarter, however the group intends to retain its long-term investment strategy to secure its future.

Normal daily life in Germany as it was before March this year, does not exist anymore. Social distancing is in force across the country and, following their complete closure, schools and authorities will reopen in phases. Different rules apply in some federal states and cities, including the current introduction of compulsory masks. This all presents major challenges for specific sections of the population and personal needs have been shelved for the foreseeable future. Lockdown is not only affecting those in Germany, it is also affecting the rest of Europe and almost everyone across the world: Life is at a virtual standstill. And this is causing massive changes at all levels, especially in business. Locking down public life creates global market turmoil. Sales and revenues are under pressure. The milk payout will drop, in reaction to the markets, in the coming months.

Supply chains remain stable

The Uelzena Group, with four sites in northern Germany, is not immune to the effects of the standstill. As a systemically relevant dairy, the Uelzena Group processes raw milk ingredients from more than 800 milk producers to make milk powder, butter, cheese and sweetened condensed milk. The operability of milk collection and processing is therefore crucial to the financial stability of the cooperative members, the milk producers and for the company itself. Measures introduced immediately to secure the availability and production capacity of all other raw materials and production areas of the group, have also ensured customer supply.

Protecting the health of our employees Within a very short time, employees have helped to tighten hygiene rules and reduce any contact opportunities to the necessary minimum both internally and with third parties. Home offices, video conferences, working in small groups without shift handovers, wearing protective masks in hazardous areas and further increased disinfection measures have become part of our

“The lockdown of public life in many countries is changing the global demand for food substantially”

daily routine. “To date no employee in the corporation has tested positive for “corona” Covid-19, for which we are thankful” says Human Resources Manager Ina Hinrichs.

Markets considerably changed

The lockdown of public life in many countries is changing the global demand for food substantially. While domestic consumption has risen sharply, the consumption of food outside of the home (e.g. at restaurants, canteens) has virtually ground to a halt. For the Uelzena Group this means lost sales in the business divisions that supply the bakery trade and the foodservice

sector, whereas the industrial business with dairy ingredients continues to receive a good number of orders. The production of instant beverages at the Schleswig-Holstein site had to be significantly reduced and short-time working introduced. In addition, the prices for milk powder and butter are coming under pressure, which means a decline in sales is expected for the second quarter of the year according to Managing Director Bernd Gewecke.

The new situation demands flexibility

The managing directors of the Uelzena Group, along with representatives from production, human resources and quality management, regularly analyse the situation and make any necessary adjustments. “This will enable us to keep dealing with the crisis calmly in the coming weeks,” says Chairman of the Board Jörn Dwehus. In addition to the necessary short-term measures it is also important to continue pressing ahead with the long-term investment strategy. Even in times of crisis Uelzena keeps its sights firmly on the future of the company and its cooperative members.



Embracing unity with a taste of authenticity

Yard Confectionery has its roots in chocolate making in the Jamaican countryside and Co-Founders Rachel Akibo and Ashley Scantlebury look to celebrating this tradition for years to come

The recent protests regarding the death of George Floyd and the call for police reform to stamp out institutionalised and systemic racism has left the world reeling, reflecting and empowering each other through knowledge. Social media has played a huge part in educating the masses on events in history, deep-rooted political agendas and humanitarian issues around the globe. People have educated themselves in understanding minority issues and choosing to support small businesses who don't always get the audience numbers they deserve. International Confectionery is no different, and we found ourselves researching small businesses in the confectionery industry that celebrate black culture and tradition - and here, we came across Yard Confectionery.

Rachel Akibo and Ashley Scantlebury were best friends since secondary school, and always knew they wanted to have and do something for themselves. Now Co-Founders of Yard Confectionery, the duo have been using their skills to create beautiful handmade chocolate, with ethically sourced ingredients and authentic taste profiles.

Rachel Akibo, Co-Founder, Creative & Marketing Director at Yard, says: "When Ashley brought the idea to me I instantly loved it. It all started with a meeting in her kitchen in 2018; but it grew from countless hours of research, testing, reading, learning, trying and failing and led us to the

"To put it simply 'Yard', means 'your home' in Jamaican Patois"

point when we realised, we might be ready to bring Yard to the world. Ashley is big on flavours and putting them together, her background in baking has definitely guided her love of making and creating unique flavour combinations that delight the palate. I love creating in a different way, I'm big

on the way things look and how certain aesthetics make you feel. Our morals and visions align to the point that when we do something we want to do it with purpose and passion, but also we want to do it well. Our individual talents, interests and eagerness to learn collided to build what we call Yard Confectionery today," she explains.

Yard's cocoa is grown on a farm in Portland, Jamaica and then roasted and winnowed in a small facility in St Catherine, Jamaica. "Being an ethical business is extremely important to us," Akibo continues, "this means knowing where your ingredients come from. We pay above market value to ensure fair trade for the farmers and are really proud that we are only the third stop in our supply chain.





“People often ask why we’re called Yard. To put it simply “Yard”, means “your home” in Jamaican Patois; to us means loving, supporting and having pride in the place that you reside in. This doesn’t stop at a cafe or your house, this means your country, this means the world,” she says.

Preserving and respecting tradition in modern society

Ashley Scantlebury, Co-Founder of Yard, explains her background in chocolate making and how the business works to uphold this tradition: “It’s very important for us to preserve the traditional approach to Jamaican chocolate making. Chocolate making has been in my family for generations. My mum grew up making chocolate with her grandmother at her home in Clarendon. Her name was Estella, she grew cocoa on her land and they would ferment the beans, roast them, peel off the husks, then grind them by hand using large stones. They’d roll the thick cocoa mass into balls and once hardened, grate it into hot water to make cocoa tea,” she says.

“This is the approach we’re trying to maintain; we don’t refine our chocolate for more than 24 hours. This enables us to maintain a larger

particle size to celebrate the chocolate you would find in Jamaica. We also only add natural ingredients to our recipes, which mirrors what traditional Jamaican chocolate makers would have used previously. We use stone grinders much like the stones used by my family - in the countryside of Jamaica, many people who live there are still probably making chocolate this way. We intentionally use natural cane sugar, as cane is one of Jamaica’s biggest exports so we really want to illuminate that by using natural cane sugar in our recipes. Our ingredient selection is always inspired by the Caribbean, everything we do is centred around highlighting the agriculture, processes and the natural resources Jamaica has to offer,” Scantlebury explains.

Ingredient selection is a huge part of a confectionery business, and Yard currently offers flavour combinations

like ‘Sorrel n Spice’ and ‘Coconut White’. We were keen to know if Yard had any new flavour trends they thought would be popular in the future, but they aren’t giving away their secrets just yet!

“We’re noticing that darker chocolates are becoming more popular in the UK, with dark milks gracing the shelves of all our favourite supermarkets. Also, inclusion bars and experimental flavour combinations are growing in popularity amongst the more adventurous foodies. Craft chocolate makers are trying to tell stories, inspire palettes and create art with their chocolate. It is honestly such a great time for us because we are all about experimenting with different flavours in our chocolate,” Scantlebury says. “We’ve been hard at work in our development kitchen and this year we’ve got loads of exciting flavours coming out so stay tuned for those!

“We are two black British women, who have a passion for our black community and fully understand the depth of those three words”

We don't want to give too much away but let's just say they're very exciting and original ideas that are inspired by the Caribbean."

Despite the focus on tradition, modern elements of our daily life has helped Yard Confectionery spread the word on what they are trying to achieve.

Akibo says: "Social media, specifically Instagram, has been such a huge tool for our business! It's where the majority of our customer base find us. It's not only been a marketing tool but it's also helped us create a space where we can truly interact with our customers whether it be through comments, DMs or our stories. It feels like they're on this journey with us and we love that we can share with them every step of that journey."

A sustainable source of chocolate

Sustainability is an important topic across the industry, and despite being a smaller business, Yard Confectionery does not shy away from developing

"Unity, love, strength and peace is what we're aiming for the world"

in this field, even if it means their costs are higher. "We only produce the amount of chocolate we can from the amount of cocoa produced by the farmers, we don't put any pressure on them to deliver a certain number of kilos of cocoa," says Scantlebury. "By paying above market value, our farmers are able to put more money back into the farming system so they can effectively fight crop diseases and invest in new equipment. The farmer who grows our cocoa has been farming for over 25 years, he is very proud that his cocoa is in London being made into luxury chocolate

bars. The other ingredients we use to create our bars are all organic and Fairtrade. We are a business that maintains low carbon emissions and we aim to keep our packaging made from recyclable materials and free from any harmful plastics. We believe that by being a modern business it is our duty to be sustainable and to think about the effects our business will have on the world and generations to come. We continuously strive to be a business that is not adverse to change and keeping ourselves open to new initiatives to keep us being more environmentally friendly."

The threat of the pandemic has meant people are spending much more time at home and has ultimately led to a rise in comforting and healthier products too, with consumers more clued up than ever before on expanding their palates away from the norm and spending more on products they deem good for them. Has this change in lifestyle had a positive impact for the team at Yard?



“Yes definitely!” exclaims Akibo. “This global pandemic has forced a lot of us to reflect during lockdown, especially on our health and how we choose to live. People have more time now to think about their purchases and make a conscious effort when shopping online. We believe people are willing to pay for luxury items such as our bars, when they know it’s handmade with care and from quality organic ingredients. Also, some people are also just looking to treat themselves during this time, so our bars give people that sense of comfort.”

“We decided from the beginning that we would be intentional with our efforts, to keep going and pushing our sales despite the climate. In contrast to our initial thoughts, we’ve found business to be much better than expected. I think this relates to the fact the people really do want to treat themselves and what’s a better way to do that than delicious chocolate.”

A time for change

Akibo says: “The Black Lives Matter movement is deep rooted in who we are as individuals. We are two black British women, who have a passion for our black community and fully understand the depth of those three words. For us, black lives have always mattered and will always matter, and it truly breaks our hearts to know that we’ve had to fight so long for this simple truth to be heard and understood.”

This of course, begs the question, has there been a place for black confectionery businesses in this market? Akibo thoughtfully responds: “Although we follow and have seen other amazing black confectionery businesses globally, we do know we are in the minority. Regardless of whether the market deemed there was a place for us, we have always been committed to creating our own space because we truly believe in what we do, and we think our cultures and experiences are what helps us be unique.”



The world might seem in a sorry state at present, but hope for the future in both business and global issues has helped Ashley Scantlebury and Rachel Akibo remain focused on their goals.

Scantlebury confirms: “For the future, we hope to be successful in elevating Jamaican confectionery and showcasing Jamaican cocoa to the world. We hope to be operating a worldwide delivery system, shipping our chocolates all over the world. We aim to educate people about Jamaican cocoa and the chocolate making process. We hope to engage young people into becoming chocolatiers and potentially having an apprentice scheme in the future. We hope to have retail outlets, shops, cafes - you name it we want to do it!”

She continues: “For the world and for the future, it all comes back to the name yard meaning home - a place

you feel happy, safe and at peace and our main aim is to have that. For anywhere and everywhere you go to feel like home. Our brand message is uniting people, bringing people together - our home to your home, our hands to your hands. It’s our brand message and who we are as people. Unity, love, strength and peace is what we’re aiming for the world.

“The future is in the hands of craft chocolatiers, people are looking for something more unique, handmade and luxury. As great as it is that large chocolate retailers were able to make chocolate more accessible to the masses it has had a larger and more devastating effect on the world and the cocoa crop itself. It made chocolate an unfair business for farmers and we want to eliminate this and change the narrative by being more conscious of these issues and making changes to protect farmers and to protect cocoa.”

Are clean label bakers the new agents of change?

DuPont Nutrition & Biosciences launches its new toolbox for clean label bakery, giving bakery businesses the chance to appeal to consumers who are focused on their wellbeing



One in every two consumers checks food labels for E-numbers, according to Innova market research – a clear indication of the growing consumer demand for more transparency when it comes to how food is made and exactly what it contains. Within the bakery industry, for instance, the rise in clean label claims indicates that this is no passing trend, but a movement that is here to stay.

At DuPont Nutrition & Biosciences, work has long been underway to help bakers overcome the clean label challenge in bakery innovation. A new toolbox for clean label bread production is one of the outcomes.

Consumer willingness to pay a premium price

While there is no global regulatory definition or understanding of 'clean label', Innova reports on consumers who are clearly willing to pay more for natural products with simple ingredient lists. Figures from Polaris Market Research show a strong increase in bread product launches with on-pack clean label claims – a trend forecast to continue until at least 2026.

“Although the interpretation of clean label is complex and varies from country to country, the common denominator is that the label lists ingredients which consumers recognise. Today, they want

to know what their food is made from, how much water is used in production and any health benefits on the pack,” says Emeline Commun, Bakery Marketing Specialist at DuPont.

For manufacturers, the challenge is to understand consumer needs and which ingredients they will accept, while finding a balance between taste, texture, volume and cost.

The COVID-19 pandemic has only added to the complexity, causing consumers to reprioritise their purchasing criteria. In some cases, this has meant relaxing their focus on clean label for a while. However, as Mintel observes, naturalness is still top of consumer minds.

“The current situation could lead to a substantial, long-term change in consumer perceptions of clean label. Therefore, the bakery industry will have to be ready to adapt to new consumer needs,” Commun adds.

A toolbox to guide bakery innovation in the clean label space

DuPont has developed its Label-friendly Bakery Toolbox to address clean label challenges in yeast raised baked goods and changes in consumer expectations. The idea is to help manufacturers assess where they are on the clean label scale, navigate the opportunities, and then adopt the best solution for their formulation and processing method.

Reformulating to a cleaner label recipe almost inevitably adds an extra layer of complexity to the bakery process. Dough handling and tolerance may be affected, along with sensory quality in terms of freshness, softness, volume, crumb colour and bread resilience.

To highlight the challenges, DuPont has identified five stages in the clean label spectrum, starting with traditional bakery products made with emulsifiers, such as DATEM, SSL and monoglycerides, and mold inhibitors,

“DuPont has identified five stages in the clean label spectrum”

such as calcium propionate. At the other end of the scale are formulations based purely on kitchen cupboard ingredients, like flour, yeast and salt. The scale also indicates the impact of clean label reformulation on product characteristics, highlighting the trade-off between a cleaner label on the one hand and process tolerance and product quality on the other.

The Label-friendly Bakery Toolbox takes all these factors into consideration, smoothing the transition to a clean label formulation by meeting bakers’ most pressing need – to maintain product quality and a consistently stable process. As part of the toolbox, DuPont also presents the newest solutions to mitigate the challenges of clean label formulations and to ensure that bread quality is back up to the expected level.

Complete solutions for clean label emulsification

POWERBake 6000 is the new lipase-based enzyme solution developed for its emulsification properties. Application trials show it is a successful alternative to mono and diglycerides with the ability to maintain product quality. Particular benefits include a good crumb structure and dough strengthening in white bread and burger buns.

Used in combination with POWERBake 6000, the oxidative module POWERBake 7650 gives the best possible clean label results when replacing mono and diglycerides and SSL or DATEM.

Introduced in March this year, POWERBake Clean 901 is a complete solution for clean label white toast bread. The result is a fresh, soft bread with a similar flavour, resilience, colour and volume to that of traditional formulations, and with no E-numbers to declare.

“The Label-friendly Bakery Toolbox is all about achieving the right balance and developing products that consumers are happy to purchase – again and again,” Commun says.

The future of clean label

Clean label bread represents a growing opportunity within Europe. Market research specialists at Mintel point to ‘natural’ as the most common claim on new bread launches over the last five years. In fact, natural claims appeared on 40% of all European bread product launches in 2019, up from 35% in 2015. ‘No additives and preservatives’ is the top claim among them.

There is already a strong move towards clean label across Europe, the UK and the US. Between 2015 and 2019, the top five European countries for clean label bread claims were Germany, France, Italy, the UK and Spain, in that order, according to Polaris Market Research. Now their research shows that clean label is also emerging in the Middle East and Asia Pacific.

Price continues to be a big driver for consumer food purchases, especially in the current context of COVID-19, where consumers are looking for more affordable products. Bakery products have the multiple ability to provide value for money, as well as pleasure and comfort. The pandemic is also causing consumers to think about how their lifestyle impacts the planet. In that light, the clean label trend is an opportunity for manufacturers to become agents of change. The DuPont Label-friendly Bakery Toolbox provides them with the means to achieve that goal.



The public is bananas for this new trend

Sarah Kelly, Commercial Graduate at Synergy Flavours notes the rise in home bakers during the pandemic as a way of coping, in particular a new focus on banana bread

Banana bread saw a massive spike in interest during March/April 2020, the 'brilliant banana loaf' recipe became BBC good food's highest searched recipe on the website and google searches for Banana Bread rose by 84% in the UK and 54% worldwide.

A huge catalyst to the craze was people sharing recipes and pictures across social media, #banana bread has been used over 1.4m times and it's no surprise as 33% of UK 18-24-year olds use their social media accounts to take pictures of food.

Baking has been a source of comfort for many during the uncertainty of Covid 19 as a mindful activity which engages all five senses, something to keep the kids entertained or to try and learn a new skill but with so many options it begs the question why banana bread?

There are a few possible reasons, a simple recipe has encouraged a lot of first-time bakers to give it a go.

While it's comforting and nourishing appeal had been tied to its wartime promotion in the 50's where the natural sweetness of banana helped make the sugar rations go further. With baking ingredient shortages in supermarkets and consumers keen not to waste food, banana bread has been the perfect choice.

With the new influx of bakers trying and adapting recipes a number of trends stood out.

Traditional, using basic store cupboard ingredients and easy recipes may seem like it was primarily the choice for novice bakers', but traditional recipes have been shown to their full potential by renowned Chef Dominique Ansel, celebrity chefs such as Chrissy Teigen and even food delivery company Gousto.

Everything's better with chocolate, chocolate is the top flavour in bakery launches and it is estimated in the UK the average consumer eats 8kg a year. As consumers have turned to evening treats they enjoy the added indulgence

of chocolate banana bread. Instagram influencers and GBBO contestant Pyra shared recipes adding chocolate to the mix.

All together the spirit of support and inclusivity has been captured in the range of vegan & allergen free banana bread recipes shared. As over 36% of UK adults feel it is difficult to find indulgent 'free-from' food & drink that tastes good many may have turned to social media to find recipes, 31% agree that it is a good place to find them. Pip & Nut shared their flourless alternative which was a great choice for those wanting a gluten free option or those struggling to find flour amongst the supermarket shortages.

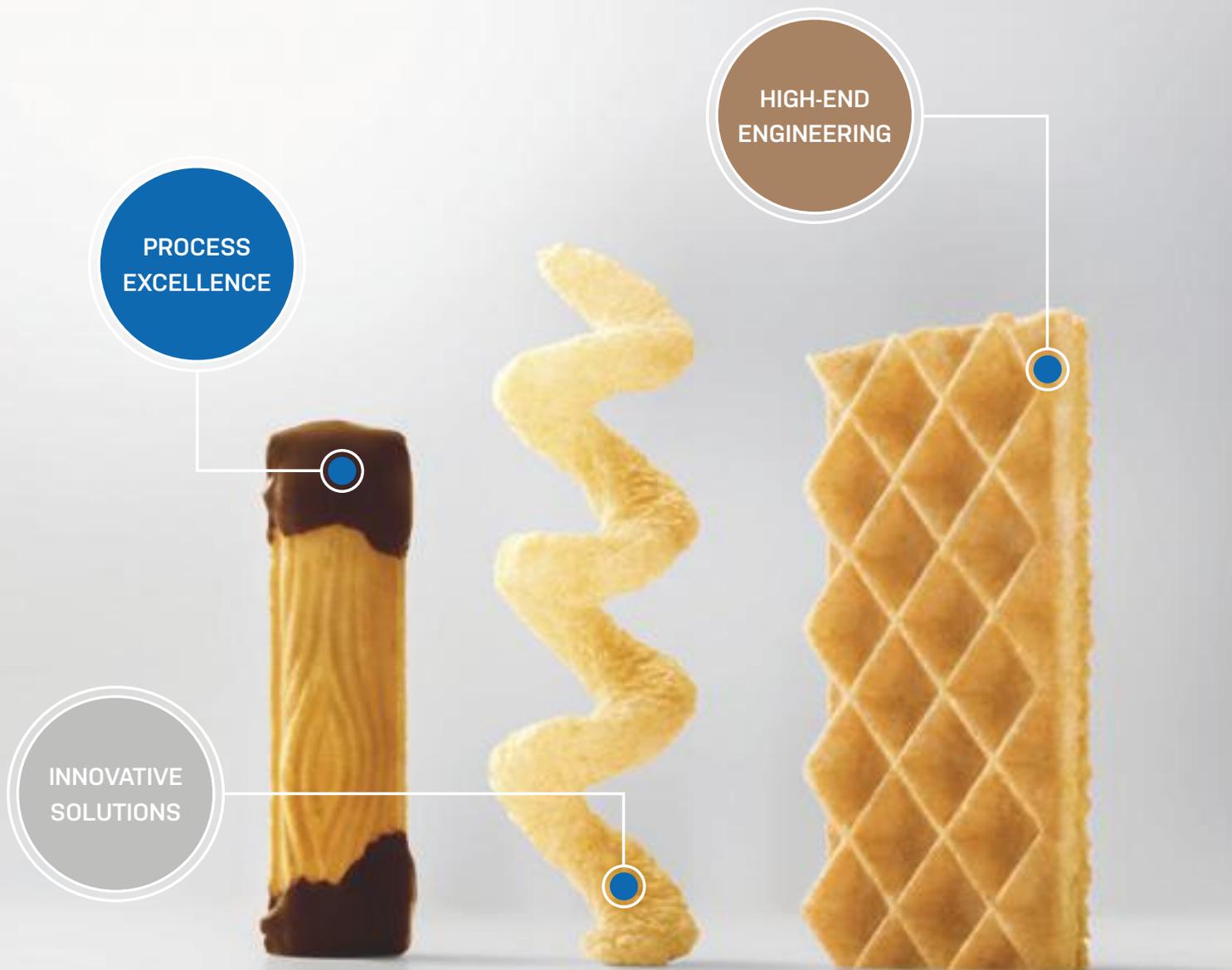
Twisted & loaded, experiential cooks have shown banana bread has proved a popular base for additional flavours or twisted formats. From carrot cake fusions celebrating nostalgic and comforting flavours to inspiration from celebrity chefs like Nigella's Tahini banana bread or Bobby Flay's choice of espresso banana bread. The creativity hasn't stopped there as banana bread has taken on new formats such as cookies, doughnuts, granola and ice-cream.

At Synergy Flavours they have been excited to see this classic flavour taking on a new lease of life, and in response have created their own banana bread flavour with a modern twist which is suitable for use in bakery and confectionery.



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Developing business and adapting to change

Despite the challenges faced throughout the spread of Coronavirus, Syntegon used its digital platform to create a virtual show for its horizontal seamless systems

Since the pandemic hit and further measures had to be taken in order to ensure the safety of the public, a large amount of anticipated events were forced to either reschedule or cancel completely, and in turn this has had a knock on effect for countless businesses that depended on its footfall to reach new and existing customers. Fortunately, the developing digital world has allowed forward-thinking companies to rethink their strategies, using their digital outputs to reach their audience and showcase the new developments that they have to offer.

Since interpack 2020 was postponed, Syntegon Technology has been exhibiting a number of horizontal seamless systems online at their newly-created virtual show. The company that puts its focus on intelligent and sustainable technologies are introducing three complete solutions for bars, cookies or crackers, and bakery products. The systems all have one thing in common: They offer customers flexible equipment from a single source with a number of sustainability benefits.

In primary packaging, the innovations from Syntegon Technology facilitate flow wrapping with mono-materials and paper. The new Kliklok ACE carton former premieres glue-free

“They offer customers flexible equipment from a single source with a number of sustainability benefits”

carton and tray forming, while the TTM top load cartoner and Elematic 2001 case packer reliably process recycled and grass fibre cardboard, respectively.

“With years of research experience at our innovative test labs and

engineering centres, customers benefit from our comprehensive expertise and broad portfolio of customised and sustainable solutions – from small start-ups to multinational manufacturers,” says Bruno Oberle, General Manager and Vice President of horizontal packaging systems at Syntegon Technology.

Seamless processing and paper packaging system for bars

At their virtual show, Syntegon Technology showcased a high-speed seamless system for bars, including all steps from process technology up





to case packing. With the new WRW Flex compression roller, manufacturers can adjust the height and width of their bar mass slabs during production with maximum flexibility and precision. This minimises trim, thus eliminating product waste. Once the bars are cut and fanned out, they are fed into the Sigpack HRM flow wrapper by the contactless, format-flexible and compact Sigpack FIT infeed with XTS linear motor technology. The HRM features the new paper-ON-form retrofit kit in combination with cold sealing technology – the first of its kind to process paper packaging without compromising on speed and product safety.

The seamless system comes with the proven Sigpack TTM top load cartoner. The gentle feeding module Sigpack FWV makes sure that the paper flow wrap's sensitive barrier layer remains intact, even at maximum speeds. This is a major quality benefit throughout the overall packaging process. What is more, the Sigpack TTM processes cardboard made from 95% recycled

“The Sigpack TTM processes cardboard made from 95% recycled fibres with utmost precision”

fibres with utmost precision. In the final step, the Elematic 2001 packs the cartons into cases. The case packer stands out for its efficient use of packaging materials, including slightly bent blanks as well as grass fiber corrugated board. The machine can handle up to 100 different case designs with a speed of up to 40 cases per minute.

Versatile packaging system for bakery applications

For bakery products, such as cupcakes, Syntegon Technology presents an all-round packaging system, featuring the direct depositing pullnose distribution station, the new Pack Feeder 4 and the Pack 403 horizontal flow wrapper. The Pack 403 flow wrapper is also equipped with the paper-ON-form retrofit kit to flow wrap cupcakes in paper. Unlike the bar system, the Pack 403 uses heat sealing combined with the paper forming unit. This provides tight seals, even with highly insulating paper materials. Once flow wrapped, the Paloma robotic pick and place solution arranges the cupcakes for the downstream tray-forming equipment. The bakery system is completed by the new Kliklok ACE carton former. The platform forms cartons and trays without the use of glue. The Kliklok ACE celebrated its global debut at Syntegon Technology's virtual show on May 7, 2020

Compact and high-speed packaging system for cookies and crackers

In addition, Syntegon Technology is presenting a compact and high-speed solution for cookies and crackers, producing tight packs with fully recyclable mono-material films. The Sigpack HCS flow wrapper is equipped with the latest amplified heat sealing (AHS) technology. Thanks to extended sealing times, the flow wrapper can process a large variety of films at very high speeds. Materials range from multilayer films to fully recyclable mono-materials. The precise application of heat to the film guarantees tight packs. In terms of product handling, the system includes the new Sigpack FGMT (FGM-Turbo) measuring solution. It continuously portions products into the defined slug length. Format adjustments can be made on the HMI at the push of a button. It is based on linear motor technology, which offers particularly gentle handling for cookies and crackers – even at very high speeds. To round it off: The Kliklok MEC endload cartoner is seamlessly integrated into the system. The cartoner is highly flexible in terms of carton styles and sizes. It offers tool-less changeovers, a stainless steel execution and optimal operator access. The Kliklok MEC also processes cardboard with a high proportion of recycled material.

The full picture for future-proofed solutions

Mark Chivers, Global Key Account Manager at Cama, looks at how one machine's design, installation and ongoing operation is representative of the needs of the entire market

With sales in the billions and markets that are expanding as quickly as their product ranges diversify, the confectionery and health food bar markets are in very good shape. From the healthiest organic cereal bar to the most indulgent chocolate treat, consumers are spoilt for choice; not only with the range of products they can buy, but also in the amount of variations of the same familiar snack, be it flavour, size, format or added ingredients.

This is, of course, great news for the consumer. But in chasing the market and fulfilling its diverse needs, manufacturers put immense strain on their production and packaging operations. Where what was once mass production

“In chasing the market and fulfilling its diverse needs, manufacturers put immense strain on their production and packaging operations”

now exists smaller batch runs – all of which must be achieved without adding to unit prices.

For this reason, automation across the whole production/packaging value chain has become the only financially viable way of addressing these variation-driven challenges. And it is up to the machine suppliers and

how they deploy modern automation concepts that defines and dictates the necessary flexibility and agility required.

A case in point would be a recent contract undertaken by Cama Group for a leading global confectionery company's operation in the Czech Republic. According to Mark Chivers, Global Key Account Manager at Cama for this particular customer: “We faced two challenges in this instance. Not only did the customer want a single packaging line that could handle multiple product variations, but also, due to the region's demographics and widespread industrial investment, they had to cater for a constantly changing workforce. In both instances, automation – more specifically Industry 4.0-enabled automation – was the key to solving these issues.



“Right from the kick-off,” Chivers continues, “we had a list of products that they wanted the line to handle, not just now, but also over the next couple of years. So, our first challenge was to ensure we could deliver the necessary agility and flexibility to cater for these product variations. In the first instance the line was set up to package three products: a standard bar, a tablet and a soft-centred tablet. Each of these products has its own dynamics and behaves very differently, so each had to be looked after in a specific way.

“The primary challenge was handling,” he adds. “The standard bars, at a throughput of 850 bars per minute, were relatively straightforward; but the soft-centred tablets, running at a reduced speed of 240 tablets per minute, required very delicate handling, so as not to break through the thin chocolate covering the cavities. In both cases, the confectionery had to be packed neatly and uniformly into shelf-ready display cases.”

The packaging operation for this line was originally a manual process. “Our customer wanted to redistribute the labour, in what is an incredibly busy factory,” Chivers elaborates. “They also faced difficulties in not only attracting, but also retaining workers with the necessary skill levels, due to the amount of investment taking place in the region – new factories are opening up regularly. There were also high levels of transient or seasonal workers. In one instance at a pet food plant in the region, a customer had four different nationalities on one line, which made communication interesting.

“It is in these situations that the functionality behind Industry 4.0 solutions comes to the fore,” he explains. “With fully data capable interconnected automation solutions, augmented reality can play a huge role in training, set up and maintenance. By overlaying animated and static graphics, with annotations in different languages, it becomes so much easier for multilingual workforces to have the same level of training

“If we need to survive, we must follow the market and give it what it needs”

and interaction before being let loose in an operational environment.”

Industry 4.0 and automation plays a significant role in addressing another key concern – future proofing! “Our customers now expect payback times of 2 to 2½ years,” Chivers says. “And this has to be coupled to shorter product life cycles. This is why it is essential to deliver adaptable hardware. Cama sits in the upper echelon of secondary packaging suppliers in terms of quality and feature sets, so our customers expect longevity beyond the payback period and product lifecycle.”\

In this application, Cama turned to its industry leading breakthrough generation (BTG) technology, more specifically an IF296 Monobloc Display-box Topload Cartonning Machine. Cama’s IF Series offers a unique combination of integrated packaging machines and robotic loading units and provides added value to customers’ needs by incorporating reduced footprint, flexible size changing and high reliability. All primary functions are operated by servo motors and dedicated product-grouping devices, determined according to product specifications.

In operation, the machine erects cartons from a flat blank, which are then filled rapidly, uniformly and, of course, gently with products entering from a twin racetrack feed. The filling operation is performed by a large two-axis pick-and-place robot – based on robotic technology developed in house by Cama. Once filled, the cartons are

closed using a robotic carton closer. In this instance, the control solution was based on Indramat Bosch, with Siemens controllers, but an Allen-Bradley solution from Rockwell Automation is also a standard.

“When it comes to switching batches, we try to make it as straightforward as possible,” Chivers elaborates. “To this end we employ technology and traceability (such as RFID coding components) and we exploit poka-yoke principles to mistake-proof the operation. This, combined with a high level of center-lining, helps ensure fast, repeatable changeover with vertical start up where all parts are homed and in the correct position. Then it is just a case of pressing a button. We have invested significant time, energy and funds into making our machines simpler – poka-yoke and center-lining with feedback axis control on the exchanged parts makes it so much easier.”

“With this customer, we like to think that we are at the top of its supplier list based on the machines we supply to help it address the demands it will face,” Chivers concludes. “It also has to have one eye on the future – as do many of our customers – especially when considering the impact of global phenomena such as Covid-19. The market is looking for financially stable suppliers to develop supplier/producer partnerships with much higher levels of trust. This will set the trend for doing business in the future, where the market needs suppliers that can also deliver a broader scope, in terms of service, support and manufacturing. Cama is truly market driven. If we need to survive, we must follow the market and give it what it needs – and face the fact that we don’t just make machines... we sell trust and manage risk too!”



Biscuit indulgence packaged in a small space

Gerhard Schubert introduces a flexible TLM packaging line for Bahlsen's new creation, designed to present a system that ensured flawless production each and every time

Bahlsen's new "Keks'n Cream" creation delivers a lot of taste in the layers of its filled double biscuits. To enable the pastry manufacturer to pack the sensitive products safely, quickly and attractively, a total of 24 pick and place robots had to be accommodated in a machine area of less than ten metres. Moreover, a building support post had to be integrated into the system. A customised TLM machine, Gerhard Schubert says, masters these challenges while offering flexible packaging options and high output within a minimum of space.

How does biscuit indulgence actually sound? Because this question is not that easy to answer, Bahlsen sound designers work hard on developing the sound that the famous butter biscuits with their 52 teeth make when you bite into them. Until the treat ends up in the consumer's mouth, however, nothing should crack or pop. When baking and packaging, Bahlsen, the 130-year-old family company, expects smooth processes. This was recently the case with the packaging line for the new "Keks'n Cream" product line.

For even more satisfaction, this treat consists of two biscuits at once, harmoniously complemented by a filling of delicious chocolate cream. "Keks'n Cream Milk" is the name of

"The Schubert concept made an impression, and the contract for design, delivery and installation was awarded in 2018"

the version made with dark chocolate biscuits and milk cream. Both are manufactured and packed at the Bahlsen plant in Skawina near Krakow, Poland. The filled double biscuits from the new product line are placed vertically in a tray, which is packed in a resealable shell. This allows them to remain fresh and crunchy even after the packaging has been opened. For small moments of indulgence, the biscuits are also sold individually packaged. For the most part, the German market is supplied from this location. In order to meet the high demand, Bahlsen invested in a new TLM picker line at its Polish site in Skawina.

Individually planned and compactly built

The requirements with which the manufacturer approached Gerhard

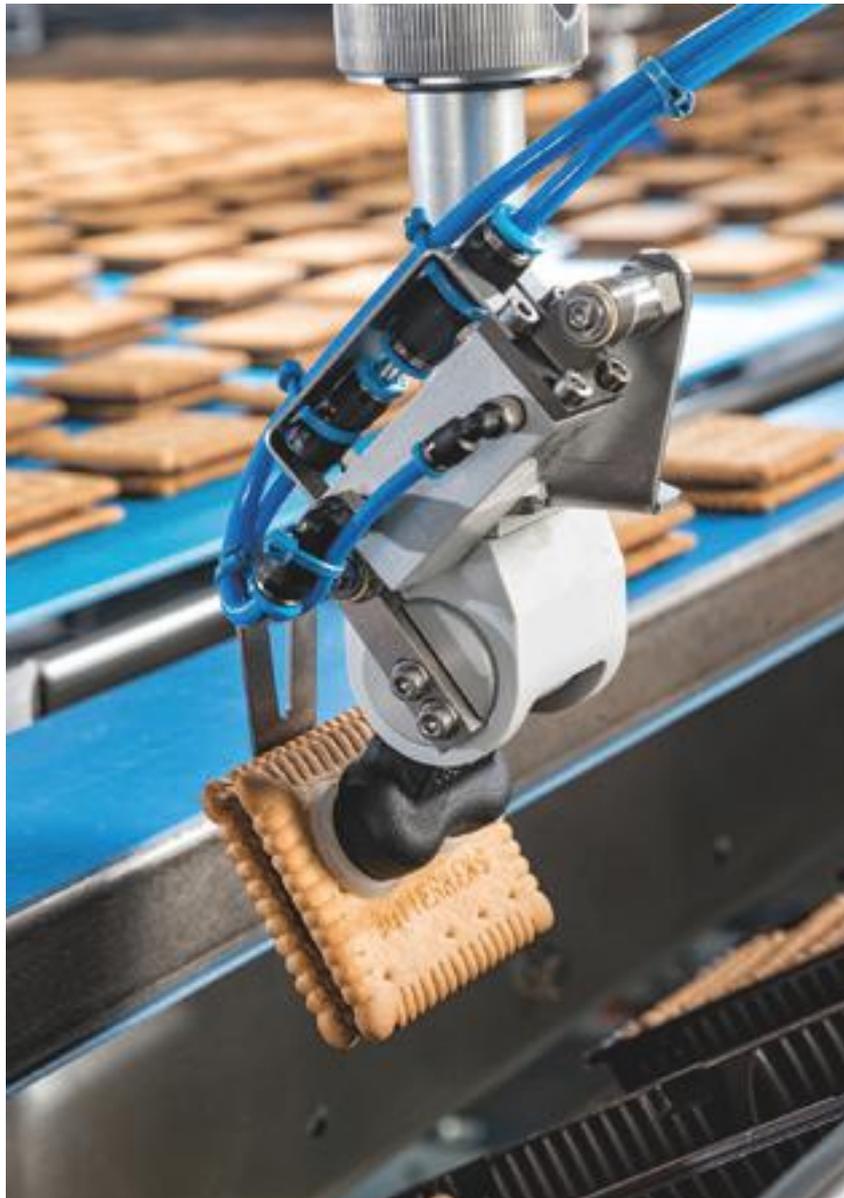
Schubert GmbH, the market leader in top-loading packaging machines, initially sounded like a standard inquiry. But the hall intended for packaging the new product range represented an additional challenge: A freestanding building support post stood in the way of the packaging line, requiring a specially adapted yet compact, high-performance system. "Since the post could not be removed, we simply integrated it into the somewhat extended system," reports Sales Account Manager Michael Voelskow. "It was especially important for Bahlsen to be able to run other tray sizes in the future as well. Furthermore, low maintenance and low spare parts costs had to be ensured," adds Voelskow.

The Schubert concept made an impression, and the contract for design, delivery and installation was awarded in 2018. The experts at Schubert developed a line that is ideally adapted to the specific conditions, yet still impresses with its extremely compact dimensions. The new packaging line runs at a slightly lower cycle output rate in order to reduce wear and maintenance requirements. However, there was still room for the output to be increased without taking the robots to their performance limit. "This forward-looking planning is certain to pay off for Bahlsen," ensures Voelskow.



24 robots in the smallest of spaces

At the head of the packaging line, the plastic trays are taken from the magazines and fed into the machine on both sides, so that the product placement into the trays can also run on both sides of the line. A total of 24 pick & place robots work in four TLM frames. Arranged in pairs, they pick up the biscuits and place them into the trays passing by in the opposite direction. After filling, the trays are rotated by 90 degrees so that they can be discharged lengthwise from the picker line to the subsequent flow-wrapping machine. On one side of the new TLM system, there is also a single storage belt. At the push of a button, individual placement of the biscuits on this grouping belt for flow-wrap bag packing without plastic trays can be activated. This works without having to stop the system. The individual discharging and the placing into trays then run in parallel, i.e. simultaneously on both the left and right hand side of the machine. If more products are to be conveyed to the individual deposit belt, up to twelve robots will be able to perform this task in the future. Up until now, three of the 24 pick and place robots had been responsible for taking over the individual placement if required.



3D scanner for quality control

In the picker line, four 3D scanners ensure that only intact biscuits are detected and enter the packaging. Products containing no filling or less than the specified amount of filling, as well as those not clearly bearing the Leibniz lettering, are rejected. This ensures that only flawless products get into the packages. The TLM system was delivered in January 2019 and put into operation in February.

Richard Tomczyk, who was responsible for the project as an Investment Manager at Bahlsen, reports: "In April, the machine was already running at a level of efficiency that had not been planned until December 2019."

"This success is the result of an excellent partnership," says Voelskow.

Millennials are a core target for textural innovation

Recent research from Innova Market Insights highlights that millennials are the most likely age group to experiment with new textures which could provide a big opportunity in the industry

Texture is a vital component in the formulation of food and drink as it can be the difference between consumer acceptance of a product or instant aversion. What's more, its impact is not limited to mouthfeel and it can also be relevant to the flavor, appearance and sound of a product, giving it a strong role in the entire eating experience. As a result, it is increasingly recognised as a valuable tool in the creation and marketing of new products and "Tapping Into Texture" is #5 in Innova's list of Top Ten Trends for 2020.

Millennials are most adventurous

Original consumer research conducted by Innova Market Insights clearly identifies Millennials (26-35) as the most important audience when it comes to playing around with texture, perhaps not surprising considering the importance of experiential consumption to this adventurous demographic. Compared with the average (10 countries), Millennials indexed highest for agreement with most key statements, including "I love combination textures" and "Textures such as fluffy, crispy or smooth make food and drinks more indulgent."

They were also most likely to see their purchase decisions impacted by texture: 68% agreed, compared with a 60% average. In direct contrast to this, Boomers (55+) were least likely to be



affected or excited by texture, under-indexing by between seven and 16 percentage points for each of the same statements.

Awareness of textural ingredients varies

Although an average 48% of consumers say that they "care more for the texture experience than for the ingredient list of a food product," ingredients are themselves a vital part of textural development and the research explored consumer attitudes to important texturisers. Starch and gelatin are most familiar to consumers, with more than 90% claiming to know or to have heard of these; in contrast, less than 45% knew or had heard

of gellan gum or carrageenan. Age was again significant in ingredient awareness, with the youngest Gen Z consumers (18-25) least likely to be aware of textural stalwarts such as pectin, gelatin and starch, while Boomers were least aware of carrageenan, gellan gum and xanthan gum.

What's next?

Innova's research also explored consumer reaction to familiar products with a twist on texture, i.e. Japanese fluffy or soufflé pancakes and Middle Eastern stretchy ice cream. As globalisation continues, cultural overlap will see other textural novelties extending their reach into new markets, while even locally, familiar foods can find value by trying out new textures.

Combination textures are also expected to flourish in the coming years. Crunchy and chewy combinations are emerging, particularly in the snacking arena, while concepts such as mochi ice cream balls (chewy and creamy) and Asian bubble milk teas (chewy and smooth) are also effectively blending mouthfeels.

Further ahead, 3D printing could also offer scope for textural innovation, opening doors for more unusual shapes and textures and allowing manufacturers to play around with the entire structural design of food and drink to deliver novelty both visually and in the eating experience.

Food and nutrition trends of 2020

Allene Bruce, Director of New Nutrition Business takes a look at the key drivers in food and nutrition and how this will impact consumers spending habits this year and beyond

One strong trend we're seeing is fragmentation of the market. Simply put, this means that the market has become more finely segmented. It's such a powerful shift that we're calling it a megatrend and anticipating it will be around for the foreseeable future.

This splitting of consumers into 'tribes' with specific health goals and philosophies has been facilitated by the search-and-connect capability of the internet. This is a significant change from the past when official health and medical advice shaped what people thought they should eat and drink. Today, consumers are inspired by forces as diverse as social media influencers and just-released medical research, and communities of belief develop accordingly.

The good news is that this means there is a niche for everything. From plant-lovers to keto enthusiasts, gut microbe cultivators to muscle builders, there is a market – it's merely a question of how big it is and how appealing products are to them.

Fat is reborn and rehabilitated

This shift away from trust in official health advice, spurred partly by its apparent U-turns on messages such as the dangers of fat and the health benefit of red wine, means that many people are open to health messages

around fat. Fat certainly improves flavour, which gives products a huge advantage! Peak yogurt from the US proudly boasts its 17% dairy fat content. Successful messages here are likely to focus on 'healthy fats' and are likely to be coupled with low-carbohydrate content to fit with the trendy ketogenic diet.

Digestive comfort

Dairy continues to hold the advantage of being fermentable into gut-healthy products such as yoghurt. Mounting evidence of the value of a healthy gut microbiome, along with consumers' realisation that digestive solutions can alleviate their discomfort, is offering great opportunity.

Promising strategies include grain-free products; prebiotic fibres, which are slightly sweet; lactose-free and goat dairy; and low-FODMAPS foods (FODMAPS are certain fibres and sugars that cause some people digestive discomfort).

Sustainability

There's another distinct opportunity to alleviate discomfort in a broader sense. Western consumers increasingly care about the environmental impacts of their purchases, making sustainability a basic 'must-do' for every company. To help prevent climate change, 64% of Swedes said they will try to buy more sustainable food, and 27% of US consumers say environmental

sustainability is a key driver for purchasing decisions.

Snacking adventurers

Make it easy, make it a snack! The drive for convenience has created a 'snackification' trend, and most of the trends I've described can be tucked into bars, nuggets or bites. And while you're at it, make it interesting, because we're all food adventurers now. The days of brand loyalty are gone, and many consumers are neophiles on a quest for the interesting. The cleverest new product developers are taking niche traditional foods, such as the Icelandic skyr, and tweaking their flavour and texture to make them palatable to the market.

Kombucha is another example. Will it be passionfruit and blackberry or ginger and turmeric on your Christmas table? This traditional fermented drink has exploded in popularity so that there seems to be a kombucha for every occasion. It hits multiple trends: it's low carb, delicious, convenient, plant-based and often packaged in glass. It bubbles with probiotic microbes. If it's made at a boutique brewery in the next village, its provenance puts it even further ahead.

So to all new product developers and strategists, I hope these few insights assist you. I raise my flavoursome glass of something bubbly, healthy and sustainable, and wish you every success for your new product endeavours of the new decade.

Expanding business and breaking the mould

Pecan Deluxe Candy says moulded chocolate shapes are sought after by today's consumers and is something that is prominent throughout varying trends

Consumers across the globe could be forgiven for over-indulging a little during the pandemic – and during lockdown chocolate was no doubt at the top of many shopping lists. It's no surprise, then, that the commercial production of innovative and delicious moulded chocolate shapes for desserts, bakery and other applications continues to grow apace – led to a significant degree by inclusions specialist and food tailor Pecan Deluxe Candy (Europe) Ltd.

Seasonal variations have some influence on demand although moulded chocolate pieces are key products all year round for ice cream tubs, desserts and celebration cakes. In addition to desserts and bakery, chocolate shapes are ideal for a multitude of further applications. Filled chocolates work well in cold set style cake bars – similar to rocky road type creations. They are also perfect to boost a snack mix and provide a touch of indulgence alongside the health benefits; milk chocolate caramel cups and their peanut butter flavour caramel filled equivalent are particularly suited to applications like these.

The food tailor has been manufacturing chocolate shapes for the European market since 2004, starting with a bespoke product for an ice cream producer and quickly expanding the range with its first caramel filled chocolate cups. Two years later and

moulded chocolate shapes really started to take off internationally, spearheaded by the hugely popular monkey faces which are still in production to this day.

Pecan Deluxe Candy's EMEA Managing Director, Graham Kingston explained: "We have a well-established reputation across Europe as the go-to for bespoke moulded chocolate creations on an industrial scale and many of our greatest achievements are a closely guarded secret! In the past we've been asked to create characters very specific to certain international markets and we're always open to discussing new projects, and yet our generic range also continues to perform remarkably well, growing year on year."

Melt in the mouth experience

That range includes monkey and pig faces, hearts, turtles and cup-style products, both solid and filled, available in milk, white or dark chocolate or, for the ultimate melt-in-the-mouth experience, low-melt compounds of the same flavours. The latter shapes are perhaps the most popular because they work brilliantly in ice cream – providing the melt in the mouth chocolate sensation that 'real' chocolate lacks when frozen.

The company's one shot lines can also be used to produce filled chocolates and its own caramel sauce and fudge

fillings for the filled chocolates are produced in a separate plant; the real milk chocolate caramel filled cups are particularly popular with ice cream and dessert parlours where they are used as toppings. Flavours include caramel, mango, raspberry, chocolate fudge or peanut butter flavoured caramel and bespoke fillings can also be created to meet specific customer requirements.

Dialling in to demand

The trend for moulded chocolate shapes continues unabated, with innovators like Pecan Deluxe Candy leading the way in product development, as well as dialling in to current and predicted demand worldwide to ensure that individual countries' preferences are (literally) catered for. The shapes have proven so successful over the last few years that the UK based EMEA headquarters now supplies these in demand products across the world for the whole Pecan Deluxe group.

Kingston concluded: "We are constantly introducing carefully designed and tested new ranges, the latest being turtle chocolate shapes, both solid and filled – the perfect solution to meet the increased demand we're seeing for different filled and coloured shapes. This demand will of course fuel our never-ending quest to expand our range of coloured and flavoured chocolate and compound products – green turtles anyone?"

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DEVELOPMENT
SIZE CONVERSIONS
REBUILDING



How can you optimally run your packaging machines for chocolate and sweets and at the same time make better use of your marketing efforts? At Lareka we develop with care solutions for smart packaging. With these you can reduce the costs, broaden and deepen markets and offer end users a more attractive product.

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LAREKA

Meet consumer demand with the ingredients on hand

Ryan Will, Baking Professional at AIB International addresses how to properly implement the process for ingredient substitution when facing consumer demand and supply chain shortages

In response to various quarantine and stay-at-home orders, consumers have been seeking out what's familiar. For some, that's meant the return of fitness star "Mr. Motivator," while others have been bingeing their favourite reruns. This longing for the comfortable has changed food preferences as well, with treats like snack cakes, biscuits and other sweets easing the stress and concerns of some. Maybe you have seen a positive response to your own products, as consumers who don't traditionally purchase these treats now enjoy a taste of their childhood or maybe they have found a new favourite.

Increased demand can also prompt challenges in production. As a result, you have probably made a few changes. Operations around the world have been getting creative with employee schedules, modifying

"Be sure to look at the flour certificate of analysis for a better understanding of the flour characteristics"

sanitation and inspection plans, and reviewing preventive maintenance. Others are working through supply chain issues like the continued sourcing of specific ingredients to make sure production can keep up with this renewed demand.

But what if you can't adequately and consistently source key ingredients and have to use what's on hand? Substitutions might provide you with a timely solution, though you'll need to be prepared to make changes to your formula that you

may not have thought about or made previously.

The main ingredient in question for many manufacturers that produce baked confections may be flour. This is an ingredient you may have previously substituted before because of new crop flour. Much like new crop flour, a substitution flour can be different in composition than what you are used to and can impact performance in a finished product.

There are a few different steps you can take when changing flour in your formula. First, you should do a small test bake with the new flour to test for differences across multiple absorption levels and mix times more easily and quickly than at a large scale. It will also give you, your team and your operation a better understanding and feeling for the dough before you use the new flour at a large scale.



“If you are making these changes in response to increased consumer demand, substitutions can be a very beneficial step”

When doing your test bake, make sure to take the mix and absorption parameters to the point that they are totally over-mixed and over-absorbed, which will help you zero in on the correct numbers. This approach will also help to make sure you are not leaving money on the table by not adding enough absorption to your dough. Based on those test results, you can then choose to do a gradual transition into the new flour or you could go all in with the new flour and with no transition period.

Transitioning gradually into the new flour allows you to make incremental changes. A typical plan is to start by using 75% old flour and 25% new. Over time, you will then go 50:50, then 25% old and 75% new, and finally on to 100% new. The time this transition takes could be based on the amount of old flour you have.

The reason a slow changeover may be preferred is so your personnel can ensure that the mix and absorption changes needed for the new flour mix are monitored, maximising the quality and quantity of your new dough mixture and resulting product. Once the transition process is complete, it's also important to

know the fermentation tolerance if you are using the sponge and dough process.

Alternatively, going 100% new flour is the quickest transition, but also has its challenges. You may prefer this option to address the change and associated issues all at once and in a short period of time. But depending on how different the flour is, the issues with such an immediate transition could prove to be overwhelming.

If a supply chain shortage forces you to switch from one variety of wheat the flour is milled from to different treatments of flour, it will be an even greater challenge. Not every type of flour is meant for every product, so in addition to changing the formula, you will also need to make other mixing and processing changes. Even with those changes, the final product may not be the same you and your consumers are accustomed to and expect. Be sure to look at the flour certificate of analysis for a better understanding of the flour characteristics so you can find the right flour for your product.

Another ingredient you may have to substitute is your chemical leavening.

When choosing a substitute, first know what type of baking powder you are currently using. For instance, there are three main types of baking powder, which are fast acting, slow acting, and double acting. Fast acting baking powder releases most of the CO₂ in the first few minutes after combining with water. This requires quickly processing the batter to potentially avoid volume loss in the final product. Slow acting baking powders do not release CO₂ until they reach a certain temperature. Double acting baking powders are the most common in commercial bakery settings because they provide a more uniform and controlled action. They react partially at lower temperatures and complete their reaction during baking. When substituting each of these ingredients for another one, it will be important to understand and factor in each of these characteristics.

Flour and baking powder are just two of the ingredients you may have to substitute in a formula in response to consumer demand and current supply chain issues. While these changes may not be permanent, learning how to address them now can become a best practice should you need them again in the future. And if you are making these changes in response to increased consumer demand, substitutions can be a very beneficial step. They can help you maintain production and become a consumers' favorite comfort food in the short-term, with the goal of their loyalty lasting past the pandemic.



Unlocking new opportunities

American flavour manufacturer, abelei, unravels the jargon surrounding CBD and THC and discusses its potential as a novel food that is only growing in popularity

For many years Cannabidiol (CBD) has been known to have certain health benefits, though its legal use has been fuzzy with laws and their enforcement varying from state to state and country to country. The recent passage of U.S. and Canadian laws (state and Federal) permitting the use of CBD as well as THC (delta-9 tetrahydrocannabinol), has amplified the conversation, confusion and commercial potential of products made with these compounds. Let us first clear up the confusion and then discuss why and how we might all benefit from opportunities these new food ingredients present, and why this is a trend that will only become more prominent in the food industry.

Definition and sources of CBD & THC

CBD and THC are very different compounds, but both are produced by plants originating from the Cannabis sativa family. The best source of CBD is the Hemp plant, while the best source of THC is the Marijuana plant. The Hemp plant is very hardy and adaptable to various climates and its various parts (seeds, flowers and stems) are used in over 25,000 consumer product applications, most notably healthy dietary supplements, skin products and clothing. The Marijuana plant, on the other hand, has been genetically manipulated over the years to increase THC concentrations and is grown in carefully controlled



environments primarily for medical and recreational uses. From a health perspective, the major difference is that CBD is not psychoactive, meaning CBD does not change a person's state of mind, whereas THC does.

Today's commercial landscape

There is no denying the upward trend of products leveraging the growing public popularity of CBD and THC. Still primarily centered in the western U.S., the rise of foods and beverages using these products has found new momentum with the legalisation of cannabis in Canada, and the recent passage of the U.S. Agriculture Improvement Act of 2018 (the 2018 Farm Bill). Now CBD Oils derived from hemp are no longer part of the 1970

“There is no denying the upward trend of products leveraging the growing public popularity of CBD and THC”

Controlled Substance Act, freeing them up for wider use and distribution. THC, on the other hand, while legal in a growing number of U.S. states and all of Canada as of the fall of 2018, is still federally illegal under the Federal Food, Drug, and Cosmetic Act and section 351 of the Public Health Service Act. This legal inconsistency gives the U.S. Federal government the ability



to prosecute in instances where public safety is a concern, but it also opens the door for greater public/commercial use and eventual legal acceptance nationwide.

Since it appears that food and beverage products containing CBD and THC are part of our future, what do we need to understand about using them and flavouring them effectively in order to safely ride this potentially profitable new wave?

Benefits of CBD and the growing acceptance of THC

There are many real and perceived health benefits of CBD oils from Hemp. For instance, hemp seeds which contain CBD oils are not only high in protein (9.46 grams per tablespoon, about the 10th highest of all vegetables), but also one of the few plant-based sources that are a complete source of protein, meaning that they provide all nine essential amino acids. Hemp seeds are also a good source of unsaturated Omega-3 oils, a good source of fiber, and contain a broad range of important minerals and vitamins: Vitamin E, magnesium, phosphorus, potassium, iron, zinc, and B-Vitamins, including niacin, riboflavin, thiamine, B-6 and folate.

Additionally, and here's where the line between perception and reality is a little fuzzy at present, some

studies suggest that CBD is good for brain health, potentially alleviating the conditions of Parkinson's, Alzheimer's, multiple sclerosis, neuropathic pain and childhood seizure disorders; heart-health, reducing the risk of arrhythmia and heart disease; reducing inflammation; relieving rheumatoid arthritis; and improving skin conditions, like acne. Now that CBD from hemp is no longer a controlled substance, many more studies to determine its benefits are sure to follow.

“Flavours like coconut, caramel and chocolate stand up to the earthier taste of CBD”

For the most part, CBD laws in the UK follow the laws in the rest of the EU, where CBD is classified as a novel food. Novel food, in this situation, means food that was not consumed before May 15th, 1997, which is an odd way to define anything, but it's what we have.

Novel foods must not pose any risk to public health or safety, not be misleading, and not be nutritionally deficient, and the EU is content that CBD edible products tick all these boxes.

Flavour profile

CBD oil and extracts from hemp are known to have a very earthy taste that is often described as piney, nutty, grassy and bitter. Sources of CBD ingredients have big differences in taste depending on their extraction process and manufacturing. The food science team at abelei has noted that flavours like coconut, caramel and chocolate stand up to the earthier taste of CBD. Citrus and fruit flavors also pair well with CBD but often require the use of bitterness masking flavours to keep the flavour system well balanced and prevent the final product from having too much of a “grassy” profile. CBD products are currently a unique addition to food and beverage products and as such, they require several trials of balancing and optimising.

In the recent past abelei has worked on flavouring several products containing CBD compounds. The company says they have found it best for customers to send their approved CBD ingredient to their flavour lab, as the source of the CBD and its use in a base product can make a significant difference in determining the best flavour solution. Today, abelei has a sub-library of many fruit, sweet, dessert-type and masking flavours serving as excellent starting points for flavouring products leveraging these new additives.

CPX20: redefining cannabis in the food and drink sector

The legal cannabis sector opens a whole new avenue for the confectionery and bakery industry as new events like CPX20 helps businesses navigate uncharted waters

CPX20: Cannabis Products Exchange is a unique new event spotlighting the latest in the development and production of legal cannabis edibles and beverages. This interactive two-day conference is designed to inform and inspire the ideation, innovation, research and development, manufacturing, packaging, distribution, and consumer safety of legal cannabis edibles and beverages.

Backed by Cannabis Products magazine, along with Prepared Foods, Food Engineering and Food Safety Strategies, CPX20 aims to lay the groundwork for merging the federally regulated food and beverage industry with the fragmented legal cannabis edibles and beverages industry.

CPX20: Cannabis Products Exchange says the event is the go-to “soup to nuts” product development resource for legal cannabis edibles and beverages ideation, innovation, R&D, manufacturing, packaging, distribution and consumer safety. Learn what it takes to get your products into the marketplace in this booming new product sector as CPX20 helps you navigate the complex path of bringing cannabis food & beverage products to market.

Who will attend CPX20?

CPX20 will draw leaders and key stakeholders in the legal cannabis market from companies currently

developing or interested in developing legal cannabis edibles and beverages, including candy, confectionery, snacks, bakery products, prepared foods, various types of beverages, and other medical and recreational cannabis products.

Here are just a few of the job titles and functions that you will find at CPX20:

Analysts

- Brand/Product Managers
- Equipment Suppliers
- Executives/Owners
- Ingredient Suppliers
- Manufacturers
- Marketers
- Operations Directors
- Packaging Suppliers
- Partnering Organisations & Associations
- Procurement
- Quality Assurance/Control
- Research & Development
- Sales Representatives

As an attendee, you gain access to CPX20’s in-depth educational program and comprehensive exhibit hall, focused on the legal cannabis edibles and beverages industries, where you can:

Gain the competitive edge

Experienced and forward-thinking leaders offer an in-depth look at the consumers, the markets, the

key players and emerging brands in the legal cannabis industry.

Overcome your challenges

Consult with the industry’s leading product and service providers to answer your on-the-spot questions and help you find the best solutions for your business.

Network and gain leads

two days to interact with high-level executives, forge partnerships, find new customers and build lasting business connections in an intimate networking setting

CPX20 will be held July 30-31, 2020, at the Hilton Denver City Centre in the heart of Denver, Colorado. The event is being closely monitored on a daily basis and the organisers ensure proper precautions will be put into place in response to the global pandemic.



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A healthier and sweeter deal

Thomas Schmidt, Marketing Director at BENE0 sits down with International Confectionery to discuss how ingredient changes can offer healthier solutions for everyone

How significant to the industry do you believe the present trend for creating confectionery and snacks with healthier ranges or ingredient options is?

According to Mintel data, more than half of Western Europeans don't think that there are enough healthy sweets available. In addition, half of European consumers questioned in a confectionery survey say that they are interested in sweets with 'added benefits'. This highlights a significant market opportunity for confectionery producers who can develop products that deliver in terms of taste, functional benefits, sugar reduction and a clean label format.

Many confectionery manufacturers are looking at replacing significant levels of sugar and salt from their product ranges – how challenging do you believe it is to produce such ranges?

The technical challenges faced to achieve, for example, a balanced taste and textured chocolate product that is also fat and/or sugar reduced cannot be underestimated. Few consumers are prepared to forego the feeling of sugar-like indulgence, so the functional ingredients used need to deliver and maintain a pleasant sweetness, appearance and an indulgent texture and mouthfeel.

“BENE0 is working closely with its local partners and customers around the world to ensure the recipes and samples developed meet regional taste preferences”

At this year's ISM show, you launched a new Sweets Collection focusing on regional tastes – what was the driver behind this?

Recent research has shown that consumers want an emotional connection to what they eat. In order to revitalise confectionery sales in established markets, brands are being encouraged to develop confectionery flavours and textures which offer a memorable consumption occasion. Meanwhile a quarter of consumers worldwide are influenced by products containing low/no sugar when buying sugar confectionery. The new Sweets Collection we launched at ISM directly responds to these trends with a combination of exciting flavours and sugar-free candies to give confectionery producers inspiration that will satisfy even the most adventurous snacker and helps them drive commercial success.

The Sweets Collection contains BENE0's ISOMALT, a naturally sourced sugar replacer and the only one of its kind made from

pure beet sugar. With a sweetening profile almost equal to sucrose – but with half the calories – it is ideal for confectioners looking for sugar-free alternatives.

How did you manage to bring those regional flavours to life?

To find the perfect flavours from around the world BENE0 worked with one of the company's flavour development partners, Symrise. Local experts in Europe, North America and Asia tasted and identified flavour-combinations in line with consumer trends in each region. By bringing together exotic and 'hyper-local' ingredients, the end result is an innovative range of sweets that really delivers in terms of appeal and impact.



Amongst others, the BENE0 Sweets Collection includes:

Garden Chills: A two coloured stamped candy in green and yellow that offers a refreshing taste of lemon, lime and garden-mint and reminds the consumer of warm summer days in an Italian garden

Yuzu Candy: This hard-boiled candy contains the refreshing, tropical taste of the Asian fruit Yuzu, reminding consumers of their far-flung travels across the world

Tropical Blossom: This swirl candy combines the fruity flavours of orange blossom, hibiscus and blood orange, enabling the consumer to sense the summer breeze from America's Deep South.

We all know that taste is key for re-purchasing food products and using authentic flavours can allow consumers to re-experience memorable key moments. Bringing the two elements taste and flavour together creates a winning combination that is crucial for experiencing emotional memories. This is why BENE0 is working closely with its local partners and customers around the world to ensure the recipes and samples developed meet regional taste preferences. With our most recent collection of sugar-free candies, we have brought sensorial immersion to life and made authentic flavours perceptible, to help our customers tap into the latest trends driving the category.

Within the hard boiled candy segment, BENE0 has developed isomalt as a sugar-free alternative – what has the take-up from industry been so far?

BENE0 invented isomalt as a sugar replacer more than 30 years ago. After only a few years, isomalt had become the number one sugar replacer in hard candies worldwide and a preferred solution for sugar-free chewing gum (coating and centres). To this day, all

major global makers of sugar-free hard candy and medical lozenges are using this unique sugar replacer. As well as being sugar-free, isomalt is also tooth friendly. It carries an EU health claim and one of the rare US FDA health claims. The overall quantity of tooth friendly candies created with BENE0's isomalt which have been produced over time, would easily fill a fleet of trucks stretching from Frankfurt to Madrid.

How realistic do you believe it would be to expect that the majority of confectionery could one day be significantly free of sugar?

Today, a very large number of candies and chewing gums are already sugar-free. However, for other applications it is rather unrealistic to aim for a complete ban of sugars, mainly due to technical and nutritional reasons. Confectionery is a treat for all of us and taste, texture and mouthfeel are all key when it comes to indulgent treats. However, technically it is not possible to replace sugars entirely in all confectionery applications without impacting those elements.

Quite frequently ingredient lists show that sugar is replaced with maltodextrin. However, we believe that this type of replacement is nothing more than a label cosmetic and can potentially mislead the consumer. Maltodextrin can lead to a high release of insulin into your body which facilitates the storage of fat. In the long run, this may lead to weight gain, insulin resistance and eventually diabetes. For BENE0, it is crucial to offer solutions for sugar replacement to consumers that support a healthy lifestyle in a sustainable way. This highlights the importance of consuming quality carbohydrates such as BENE0's low glycaemic Palatinose (isomaltulose), which helps keeping blood

sugar levels in balance and thus also the insulin release under control.

Where do you believe the next big area of focus for healthy ingredients will be for the market?

The emerging vegan consumer trend could lead to brands emphasising the 'dairy-free' or 'free-from animal ingredients' nature of their products and interestingly, vegan confectionery product launches are up by 140% according to Mintel.

Demand for clean label solutions is also growing, especially those that provide functional benefits such as BENE0's native rice starch. Not only is it clean label, but it can replace titanium dioxide, has an exceptional whiteness, is stable and requires less drying time which in turn increases production capacity.

Another area of interest is that of multi-sensory appeal, where consumers are looking for things such as multi-textures, flavour changes or cooling effects. We are seeing this trend played out through the popularity of our ISOMALT translucent coating. During production, it crystallizes transparently, making it the coating of choice for those confectionery manufacturers looking to create innovative visual effects, like multi-coloured gum centres with a crunchy and translucent coating and coatings with added print and sparkle effects.



Hershey expands **Cocoa For Good** programme

Hershey committed to sourcing 100% certified and sustainable cocoa by 2020, reaching its goal in January this year, and lays out plans to continue to support high-risk areas for the future

The Hershey Company announced an expansion of its Cocoa For Good programme, committing to 100% direct-sourced cocoa in high-risk areas by 2025, which will include all of its cocoa sourced by its suppliers from Cote d'Ivoire and Ghana.

This expanded commitment will make Hershey's cocoa from these countries traceable from the farm to the first point of purchase, giving Hershey a clear line of sight into where all of its cocoa from West Africa is grown and how it is produced — providing more transparency for consumers and all stakeholders.

In 2012, as part of the company's long-standing efforts to create more sustainable cocoa communities, Hershey committed to sourcing 100%

“Hershey is also helping farmers diversify their incomes with alternative crops and other income-generating activities”

certified and sustainable cocoa by 2020 — a goal it reached in January 2020. Hershey launched its Cocoa For Good in April 2018, furthering its cocoa efforts by investing \$500 million by 2030 to nourish children, empower youth, build prosperous communities and preserve natural ecosystems.

“By purchasing all our cocoa as certified and sustainable, we directly

support higher incomes for farmers and improve labour and environmental standards,” says Jeff King, Senior Director of Global Sustainability and Social Impact. “We recognise, however, that certification is not enough. Transitioning to 100% direct cocoa sourcing for these high-risk areas gives us more transparency into our cocoa supply chain and enables us to provide more support to farmers and scale-up programmes such as Child Labour Monitoring and Remediation (CLMRS) to 100% of our Cote d'Ivoire and Ghana -sourced cocoa by 2025 to help end child labour.”

A majority of the world's cocoa comes from West Africa, where poverty is the biggest cause of labour issues. Cocoa farmers face challenges such as a lack of local infrastructure, the impacts of climate change on agriculture, and the ability to find workers for





small family farms. Hershey is driving transformational change to create a sustainable cocoa supply chain. This requires engaging and collaborating with stakeholders across sectors — farmers, government, suppliers, NGOs and peers — to overcome the challenges of how cocoa is bought and sold.

Hershey's expanded Cocoa For Good programme doubles down on its four key areas of nourishing children, empowering youth, prospering communities and preserving ecosystems. This encompasses:

Improving farmer incomes: To help increase farmers' income from cocoa, Hershey is investing in farmer training to enable growing more cocoa on less land and improving productivity, which helps address poverty, the main driver of labour issues in cocoa. Hershey is also helping farmers diversify their incomes with alternative crops and other income-generating activities as well as paying farmers a premium for their cocoa. In addition to these efforts to raise incomes, Hershey is paying the Ivorian and Ghanaian Living Income Differential (LID), a premium paid to the government that seeks to help support farmer income.

Elimination of child labour, including the worst forms such as forced and slave labour: Hershey is expanding its Child Labour Monitoring and Remediation Systems to assess more than 125,000 children and provide any remediation that is necessary, such as providing birth certificates so children can stay in school. This is a 350% increase in the number of children being helped through our CLMRS work since 2018. To date, this CLMRS work has found zero instances of forced labour within the segment of the Hershey cocoa supply chain assessed.

Expanding the ViVi school feeding programme: In partnership with Project Peanut Butter and the Ivorian National Nutrition Council, Hershey is opening a second ViVi nutritional supplement factory in Cote d'Ivoire and will begin distributing the food to 25,000 Ivorian school children this year. ViVi, made from locally grown peanuts, has been effective in Ghana to reduce anemia and improve educational performance.

Strengthening zero-deforestation commitment through Cocoa & Forest Initiative: Hershey is increasing coverage of its satellite monitoring

systems and mapping 100% of the West African cocoa farms in its supply chain, ensuring real-time and accurate monitoring. Additionally, the company is supporting new solutions for farmers to obtain affordable land titles to promote farm rehabilitation and increase shade-grown cocoa.

The Hershey Company is headquartered in Hershey, Pa., and is an industry-leading snacks company known for bringing goodness to the world through its iconic brands, remarkable people and enduring commitment to help children succeed. Hershey has approximately 16,500 employees around the world who work every day to deliver delicious, quality products. The company has more than 80 brands around the world that drive \$8 billion in annual revenues, including such iconic brand names as Hershey's, Reese's, Kit Kat, Jolly Rancher, Ice Breakers, SkinnyPop and Pirate's Booty.

For more than 125 years, Hershey has been committed to operating fairly, ethically and sustainably. Hershey founder, Milton Hershey, created the Milton Hershey School in 1909 and since then the company has focused on helping children succeed.

"We are committed to making these important changes, and while we know it will take time, we are confident that together with our communities, suppliers, governments and industry partners we can make a positive difference to reassure consumers who love our products and look to us for moments of goodness in their lives," says Hershey's Chris Abbott, Senior Director of Cocoa Strategic Sourcing.

"Hershey is opening a second ViVi nutritional supplement factory in Cote d'Ivoire"

Innovia launches Encore sustainable BOPP films

Innovia Films showcases the history of the business and its new development in sustainable BOPP films which are made from renewable polymer and are fully recyclable

Innovia Films is launching a new family of highly functional recyclable BOPP films named Encore. These are manufactured from renewable non-food based raw materials, helping to reduce the use of fossil based virgin raw materials.

The Encore packaging and labelling film range will have exactly the same properties as equivalent fossil based BOPP film - high clarity and gloss, high stiffness, excellent water vapour barrier and printability. Encore has already been assessed by Interseroh an independent German recycling and consulting company and has received their highest rating, confirming they are fully recyclable.

Steve Langstaff, Business Manager, Packaging states: "We have calculated using our in-house

Life Cycle Analysis (LCA) programme, that by using renewable polymer we can determine that Encore films offer reductions in carbon footprint. The Encore film range has an International Sustainability and Carbon Certification (ISCC PLUS) using a mass balance approach. They are suitable for use in all market segments currently using BOPP films."

The first two grades of Encore film to be launched will be announced in the coming weeks, one will be a low temperature heat seal film for packaging and one for pressure sensitive labelling applications.

Langstaff says: "This represents the first step in our journey to produce more sustainable films, with the next step being products that contain recycled post-consumer content.

We have agreements in place and hope to be able to launch the first of these in 2022."

The history of Innovia Films spans over 85 years. During which time, the company has advanced its technical expertise, expanded its global reach through acquisition and natural growth and continued to develop, refine and launch new value added products into the marketplace. Throughout this time the company has operated under a wide

range of trading names, expanding and contracting operations according to product demand.

The first 35 years saw the company manufacturing only cellulose films. However with the invention of polymer films and its fast growth, it was decided in 1967 to invest in a new production plant to produce Biaxially Oriented Polypropylene (BOPP) films. As the market for polymer films expanded, the cellulose film market contracted. This led to the closure of cellulose plants around the world including some plants owned by the business themselves. Equally, investment was made in new BOPP plants as demand grew.

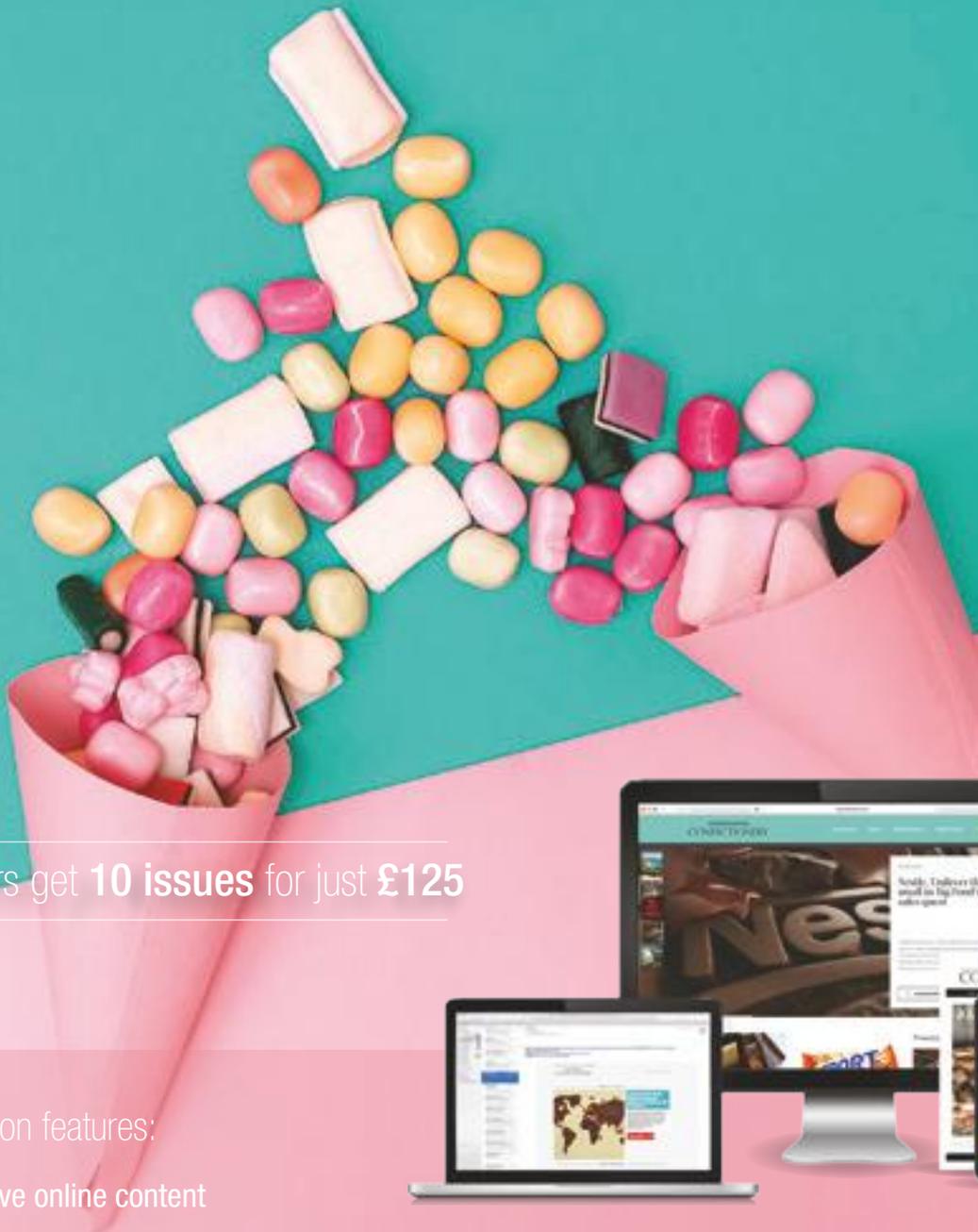
Innovia Films was formed in 2004 under a consortium of financial investors. In 2016 their cellulose film business was sold. From March 1 2017, ownership of Innovia Films passed to CCL Industries Inc. In July 2018 CCL acquired America's manufacturing operations of one of their competitors. On completion, they were rebranded and joined the Innovia Films family.

Today, Innovia Films is a major producer of highly differentiated speciality Biaxially Oriented Polypropylene (BOPP) films offering products produced using both 'Bubble' and Tenter manufacturing processes. It holds a leading global position in the markets for high performance coated packaging, tobacco overwrap, label and security films.



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Cargill ramps up charitable effort in response to global pandemic

The company demonstrates the possibilities of helping communities who are struggling in the midst of the virus, and highlights how the strategies can be done in a sustainable way

Cargill has shared that it is working with its nonprofit and NGO partners around the globe to help address food security, health and safety needs and industry challenges due to the spread of COVID-19.

Cargill is committing \$35 million to COVID-19 relief and recovery efforts through global and regional partnerships, product donations and employee personal giving. Their response is guided by their purpose of nourishing the world in a safe, responsible and sustainable way.

“We are inspired by the medical professionals, first responders, workers and farmers in our communities who are making sure our essential needs are met,” says Michelle Grogg, Vice President of corporate responsibility and sustainable development at Cargill. “Our thoughts are with all those who

have been impacted by the virus as we continue to work with our partners on global and local relief efforts.”

Cargill says it is focusing its response in four specific areas:

Food security and nutrition

Vulnerable children and families around the world are facing food insecurity at unprecedented levels. Cargill is joining with hunger relief organisations around the world to help feed people in their communities, tailoring their approach to local needs.

In its U.S. headquarters community, the Cargill Foundation has donated \$1 million to Minnesota Central Kitchen for emergency food relief and has turned its corporate cafeteria into a community kitchen, preparing 5,000 meals per week. The Foundation is also partnering with Second

“Cargill is joining with hunger relief organisations around the world to help feed people in their communities”

Harvest Heartland to support shelf-stable food distribution.

They are contributing \$1M to World Food Program USA in support of their response efforts, including their global humanitarian and health response work and school meal programs in its operating communities.

Through a partnership with Action for Healthy Kids, Cargill will provide supplies to help distribute meals to food insecure children at 150 schools across its U.S. operating communities.

They donated over \$2.2 million CAD to food banks and emergency support efforts across Canada, which will help provide nearly five million meals to Canadian families.

They pledged 16 million meals for relief efforts in India, which will impact over 150,000 families across 16 cities in the country.

In Ghana, they provided food for over 1,000 families in the city of Tema. This





will help ensure they are able to keep meals on their tables while they are required to stay home.

Cargill are partnering with FareShare UK on several projects, including supplementing school meals and serving people in isolation.

The company is working with four municipalities in Turkey to deliver a monthly food supply for 500 vulnerable families and the elderly. Their contributions will help organisations provide elders who have to stay at home with hot, nutritious meals.

Health and safety

Medical workers are on the front lines of this pandemic, and keeping them safe is crucial for the health of the communities. Cargill is providing personal protective equipment and supplies for medical workers and sanitisation products for healthcare facilities around the globe.

Their early response focused on relief efforts in China, working with community organisations to

“Medical workers are on the front lines of this pandemic, and keeping them safe is crucial for the health of the communities”

source and distribute medical supplies for five hospitals in Hubei province.

In an effort to provide support and relief to the Italian health system, they contributed €400,000 to civil protection services and hospitals across the country.

In Spain, Switzerland, Hungary and Poland, they are working with hospitals, foundations and the Red Cross to support emergency medical response efforts in the communities. They also provided 1,000 meals for night shift workers at local hospitals in Wroclaw, Poland, to ensure they had nutritious meals as they tended to patients.

As healthcare facilities across Europe face shortages of disinfecting alcohol, we have so far made donations of a combined 160,000 liters to the Dutch and Belgian governments.

Through a partnership with Gastromotiva, Cargill is providing 3,000 meals a month to doctors, nurses and the relatives of patients staying at hospitals in Mexico City. They also contributed to the Red Cross in Mexico to support hospitals, ambulances and medical teams working in their operating communities and in areas with the highest need.

In Brazil, they are converting part of a sugar mill in São Paulo to produce disinfecting alcohol for donation to hospitals and other organisations.

In Central America through its partnership with CARE, Cargill is delivering food packages, hygiene kits and personal protection supplies to 8,000 people in their operating communities.

Cargill donated two polymerase chain reaction (PCR) machines to facilities testing COVID-19 patient samples

in Chile. The first PCR went to the University of Concepcion and will quadruple the school's testing capacity to 800 patients per day. The second PCR went to Magallanes University in Patagonia, Chile.

Cargill businesses collaborated to respond to the lack of personal protective equipment at hospitals in Indonesia. They supported the donation of 2,250 coverall suits and more than 56,000 masks in eight different cities.

Their teams in Blair, Nebraska and Kansas City, Missouri collaborated together to donate 3,300 liters of glycerin to the University of Nebraska-Lincoln (UN-L) to produce more than 330,000 liters of hand sanitiser for health care workers throughout the state.

In Minnesota, the Cargill team partnered with J. Carver Distillery to donate hand sanitiser to the Minnesota's Children's Hospital and 15 different first response locations across the Twin Cities.

Agriculture community support

At the heart of its food system, farmers carry on their essential work of nourishing the world. During this unprecedented time, Cargill says they are reinforcing their partnership with farmers. They will continue to invest in programs and partnerships that support the resilience of farmers, ranchers and agricultural communities around the world.

They are supporting the American Farmland Trust's Farmer Relief Fund, which will provide producers in the United States with grants up to \$1,000 each to help them navigate the current market disruptions during the crisis.

They are mobilising their response in rural communities in the U.S. to support more than 65 food shelves, ensuring food reaches vulnerable populations in these areas.

"Cargill says they are reinforcing their partnership with farmers"

In their palm plantation communities in Indonesia, they are supporting efforts to disinfect neighbouring communities and residential areas, sanitising local schools and redirecting school meals to be delivered to homes with the help of their NGO partners.

They are also helping to share critical information to keep agricultural communities safe. In Ivory Coast, cocoa farming communities now receive information through Cargill's digital farming app about government-recommended safety and sanitation measures to fight the spread of the virus.

In Ghana, the company is working with Unilever to distribute hand washing soaps and hand towels to 30,000 cocoa farmers throughout cooperatives.

They are working with their strategic seaweed suppliers to provide 1,750 seaweed farmers in Madagascar with 100,000 pounds of rice during these difficult times. These farmers, many who live in remote villages, now

face the challenge of transportation limitations and lower availability of basic staple foods.

Food industry support

Food industry workers have been significantly impacted by the pandemic. Cargill says they are committed to helping them through these challenging times.

To help U.S. restaurant workers facing economic hardships as a result of COVID-19, they are supporting the National Restaurant Association Foundation Employee Relief Fund. Through the fund, impacted workers can apply for a one-time, \$500 grant to assist with living expenses such as food, transportation and medical bills.

In support of small businesses in Turkey, Cargill donated 250 tons of edible oils and fats to 5,000 artisanal bakeries to support their efforts to continue to serve food in communities.

In Germany, where truck drivers are unable to exit their vehicles to use the cafeteria, Cargill teams are safely distributing lunch boxes and disposable surgical masks to these supply chain partners.

In China, Cargill teamed up with the China Animal Health and Food Safety Alliance to publish a handbook of COVID-19 prevention at grow-out farms to be shared within the food industry. They are also working with the China Meat Association to share best practices for resuming operations in the Chinese meat industry.

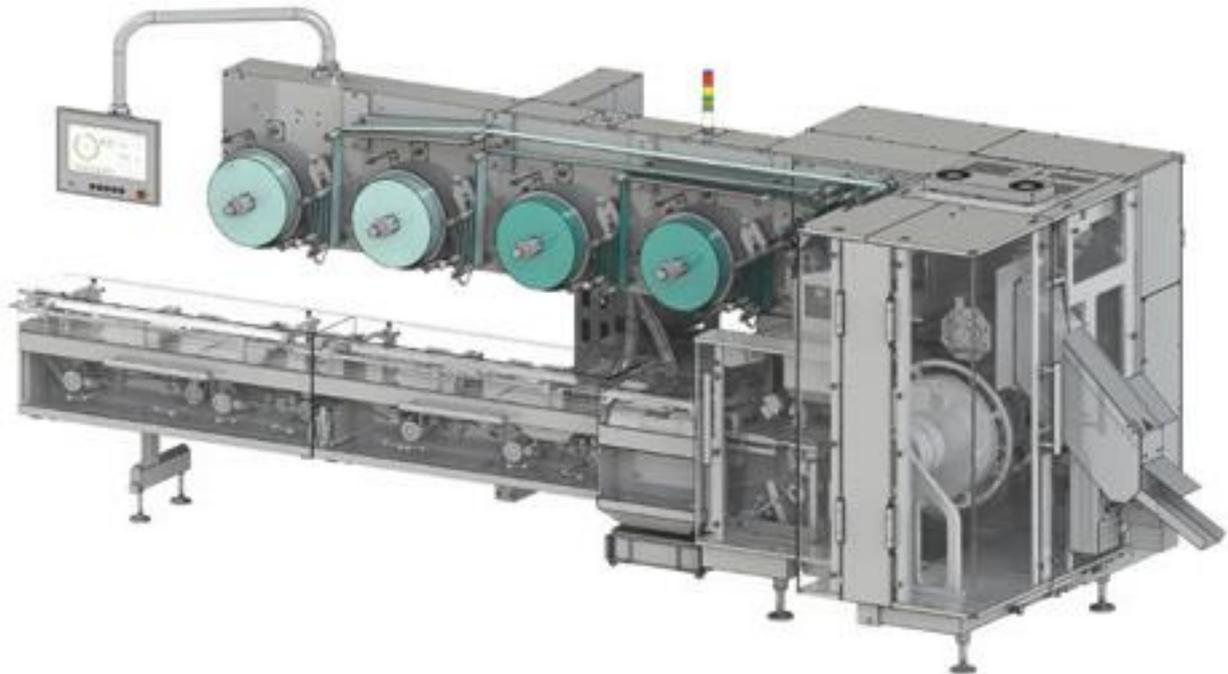




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Influencers of confectionery habits amongst COVID-19

FMCG Gurus expands on their April and May surveys to look into how comfort and sugar reduction are key influencers of consumption as living environments change due to the pandemic

COVID-19 is impacting all areas of the food and drink market, and the confectionery market is no exception to this. Currently, sales of items such as chocolate and sugar confectionery are on the rise across the globe, as consumers seek out moments of comfort. However, as these snacking occasions increasingly conflict with health goals, consumers will put an increased focus on sugar reduction, stresses the market research company.

Stressed consumers turning to snacks for moments of escapism

The implications of COVID-19 are wide ranging and are forecast to impact day-to-day lives for at least twelve months, a monthly survey series conducted by FMCG Gurus shows. Over the period of April to May, 43% of consumers say that they have become more conscious about their mental wellbeing in the last month – compared to 35% in April. This is because consumers are worried about a variety of aspects relating to how COVID-19 may impact them. For instance, whilst there are the obvious health issues associated with the virus, a total of 72% say that their country is heading towards a recession. This will result in worries about additional issues such as the ability to handle daily living costs and job security, as well as the ongoing threat of the pandemic.

“60% of consumers said that they had bought more comfort foods such as confectionery and ice cream in the last month”

Perhaps unsurprisingly, the emotional impact of COVID-19 on day-to-day lives is influencing food and drink choice. In May 2020, a total of 60% of consumers said that they had bought more comfort foods such as confectionery and ice cream in the last month (compared to 56% last

month). In addition, a total of 49% of consumers say that they have snacked more (compared to 38% in April). The reality is that consumers are spending more time at home due to restrictions on movement. This means that they are more prone to grazing on indulgent treats simply because they can, with consumers making more daily trips on average to the pantry. In addition to this, consumers are looking for moments of comfort and escapism to deal with the pressures of everyday life. This is not a new trend but one that is intensifying in a period of uncertainty. It is also worth noting that a total of 71% of consumers say that they have cut down on spend in the foodservice sector (compared to 69% in April). Irrespective of any concerns that they have relating to finance and





health, consumers have high levels of self-entitlement. As such they will look to compensate for reduced out-of-home consumption occasions with small treats at-home.

As such, there will be a high level of demand for snacks such as chocolate and confectionery that offer moments of comfort and escapism in 2020 and beyond. Consumers will have particularly favourable perceptions of trusted brands that remind them of the past and simpler times.

Increased snacking will result in a renewed emphasis on sugar reduction post COVID-19

Whilst consumers are looking for moments of comfort and escapism, they are also becoming more health orientated. For instance, in May 2020,

a total of 80% said that they plan to eat and drink healthier as a result of COVID-19. This was a noticeable increase compared to the 73% who said this a month earlier. This is because consumers want to maximise their health

in order to reduce their vulnerability to the disease and its implication.

For instance, consumers will have been exposed to media stories that consumers who are obese are more likely to be vulnerable to complications arising from coronavirus. FMCG Gurus research shows that in May 2020, a total of 32% of consumers said that they have become more conscious about their weight. This is a considerable increase compared to the 21% who said this month earlier. The sharp increase shows that consumers are becoming increasingly worried about what lockdowns and restrictions on movement – combined with increased snacking – is having on their health.

FMCG Gurus asked the eight in ten consumers who were planning to eat and drink more healthily, what steps they are planning to take. The research found that in May 2020, a total of 57% of those consumers said they were planning to reduce their sugar intake. Again, this was a sharp jump compared to the 45% of respondents who said this a month

“Consumers will continue to become more health conscious because they want to minimise their vulnerability to the illness”

earlier, reaffirming how consumers are becoming more conscious about the long-term implications of moments of comfort and snacking. Sugar has long been a dietary evil amongst many consumers because of the link with rising levels of obesity and diabetes. This is a trend that will intensify in 2020, especially as people continue to be fearful of the serious implications of COVID-19.

Guilt-free positioning is key in 2020 for confectionery

The reality is that consumers will continue to seek out moments of escapism in 2020 and beyond as the wide-ranging implications of COVID-19 impacts on mental wellbeing. At the same time, consumers will continue to become more health conscious because they want to minimise their vulnerability to the illness. They will also recognise that issues such as reduced levels of activity and constant snacking occasions is something that can hinder this. As such, they will increasingly seek out snacking options that they believe to be guilt-free, offering taste and nutrition simultaneously. Confectionery products that can offer this at an affordable price point will be especially appealing.

This is something that will drive demand for known and trusted confectionery products that carry sugar-free and natural claims, whilst also offering moments of nostalgia and comfort and sensory appeal through indulgent flavours.



How do confectionery sellers perform online?

Richard Waters, Sales & Marketing Director of Salience, delves into digital performance of key confectionery businesses and highlights opportunities from harnessing online content

Salience is a UK based search marketing agency. They specialise in SEO, paid media, and content, providing dedicated digital campaigns to companies within a variety of sectors. They are data driven and utilise their wide-ranging expertise to break down any barrier which hampers online performance.

As part of a series of free monthly sector reports, Salience sunk their teeth into the confectionery industry, unwrapping the market to analyse digital performance. The report takes a deep dive into key performance indicators, such as organic visibility, brand reach, and domain authority, resulting in a pick and mix of brands who hit (and missed) the sweet spot in the digital marketplace.

Visibility findings from the confectionery sector report

It's been a fruitful year overall for the confectionery sector in terms of

“The report found several opportunity keywords which are up for grabs”

visibility, with large increases from online brands such as Liggys Cakes and Baker Days catching the eye. Interestingly, one of the big boys of the sector, Hotel Chocolat, has drifted from the pack, experiencing a sizable -39% decrease in visibility. As the year has seen smaller brands stake their claim, it may be time for some established players to rethink their online strategy.

The confectionery industry variance figure

An industry variance figure gives an indication of the state of play in terms of sector visibility, and how much that's shifted over the past year. The confectionery sector has enjoyed a healthy 7% increase in visibility, indicating a growing market which is rich in interest and opportunities.

Domains are also given a 'compared to market' rating. This figure stacks domain visibility up against the average growth, or decline, of the industry as a whole. You are being left behind if the industry is expanding at a more rapid rate than the visibility growth of your domain, presenting opportunities for competitors to jump ahead.

Big winners of the report, such as Montezumas and Choco Co, had their cake and ate it too, with visibility and 'compared to market' ratings of over 200%, bursting onto the confectionery scene with full force. On the other hand, domains such as Bettys melted

away, experiencing a sharp -33% visibility drop in the past year, equating to a -40% visibility score in line with the market.

Importance of brand visibility

Brand visibility is incredibly valuable, particularly in the saturated confectionary marketplace. With so much choice, a strong brand can influence purchase decisions, creating repeat customers who buy into the company as well as the products.

This is measured by monthly brand searches. High performers, such as Hotel Chocolat, Lindt, and Thornton's, are well established as market leaders, having built a highly visible brand over many years. While newer kids on the block, like Liggys Cakes, languish at 260 brand searches, their overall visibility has jumped by 292% year on year. This shows that visibility is achievable despite a weaker brand.

Social media has an undeniable influence over brand success, and the confectionery industry is no different. Lindt are the confectionary kings of the social world. Their social strategy revolves around showcasing products in unique, interactive ways, as well as actively addressing their followers. They have seen success to the tune of over seven million potential customers following their Facebook page. Lindt's path is worth following when it comes to social network supremacy.

Visibility vs authority

Domain authority, and organic website visibility, indicate the likelihood of a domain ranking highly. Websites with solid authority typically feature an impressive array of inbound links from other authoritative sources, signalling relevance and knowledge in the eyes of search engines. Visibility can be achieved through fixing on-site fundamentals, while authority is yielded through content marketing. The report analysed how top confectionery brands fare for both factors.

Many sites perform for only one of them. If visibility is through the roof but authority is lacking, as is the case with Liggys Cakes, search marketing should be the first port of call. Authoritative sites with low visibility, such as Leonidas, may need to improve their content and on-site structure to climb the visibility scale.

Those lacking in both authority and visibility, such as KeepItSweet and AmericanSweets, are most in need of urgent changes. It's likely that these websites are missing many technical and structural fundamentals, as well as SEO principles. An online overhaul is required to turn around their digital fortunes.

Keywords in the confectionery sector

As the industry grows, online confectionery brands find themselves in a tussle for top spots in the SERPs. Hitting page one for popular keywords helps drive organic traffic, and the confectionery industry is abundant with chances to target relevant words and phrases with high search volume.

Analysing keyword potential helps influence a jump up search engine pages. Making micro optimisations to existing ranking pages can be a difference maker. At present, there are many online confectionery brand domains which are rife with keyword potential below page one.

The worldwide popularity of confectionery products is reflected in the ranking difficulty of many top keywords. The sector is highly competitive, and those holding the coveted top spots for sought after keywords, such as 'chocolate gift boxes', take a chunk of visibility with them. This term draws a tasty 2900 searches per month, with a competitive score of 83 out of 100. Cadburygiftsdirect and Thorntons have cracked this keyword with dedicated categories focused around the term, reaping the rewards by ranking third and fourth on Google respectively.

Opportunity keywords

Some of the bigger online confectionery brands may be missing out by limiting their product ranges. The report found several opportunity keywords which are up for grabs. These terms are an open goal for brands, with tantalising search volume and low competition.

One of the most enticing keywords, 'liquorice sticks', garners 880 monthly searches, with only one of the top 10 biggest brands offering the product, potentially allowing traffic (and conversions) to slip through their fingers. This low hanging fruit provides food for thought for underperforming brands and those looking to diversify their offerings.

Newer brands should also turn their attention to opportunity keywords before joining the hunt for high competition terms. As the market is packed with competitors, finding gaps is the best way to

achieve digital success. These high-volume opportunities open the door for an online confectionery newcomer.

"The online confectionery market is a growing sector. Gifting has become a particularly lucrative area for many retailers, with online platforms playing their part. Over the past 12 months, we have seen some challenger brands begin to chip away at the more established players. The effect of Brexit has given the UK population a sweeter tooth and COVID has driven people online (especially for more premium offerings). E-commerce in this sector is underdeveloped, when compared with other retail markets, making it fertile ground over the coming 12 months," concludes Richard Waters, Sales & Marketing Director at Saliency.





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What's On...

Our latest round-up of recommended shows and exhibitions in the confectionery industry

June 2020

Africa's Big 7

21-23 June
Johannesburg, South Africa
www.africabig7.com

July 2020

Bakery China

21-24 July
Shanghai, China
www.bakerychina.com/en

Malaysian International Food & Beverage Trade Fair

22-24 July
Kuala Lumpur, Malaysia
mifb.com.my

September 2020

Fi Asia

9-11 September
Jakarta, Indonesia
www.figlobal.com/asia-indonesia

World Confectionery Conference

11 September
Brussels, Belgium
www.confectioneryproduction.com/wcc

World Cocoa Conference

20-23 September
Bali, Indonesia
worldcocoaconference.org

PPMA Show

29-1 October
Birmingham, United Kingdom
www.ppmashow.co.uk

October 2020

SIAL Paris

18-22 October
Villepinte, France
www.sialparis.mobi

November 2020

ZDS workshops – gum jellies production

2-6 November
Solingen, Germany
www.zds-solingen.de

Gulfood Manufacturing

3-5 November
Alsaada, United Arab Emirates
www.gulfoodmanufacturing.com

Pack Expo

8-11 November
Chicago, United States
www.packexpointernational.com

Foodex Saudi 2020

9-12 November
Jeddah, Saudi Arabia
www.foodexsaudi.com

December 2020

Food Ingredients Europe

1-3 December 2020
Paris, France
www.figlobal.com/fieurope/en/home.html

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Frankfurt, Germany
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