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ZGM extends wine range

Date: Mon, 31 Dec 07

Story Text

Wine producer ZGM is to extend its wine range in the new year, it has emerged.

The German company is to add two white wines, a red wine and rose variety to its Bellicia brand name, Talking Retail reports.

Bellicia already offers two organic red wines that are sold in Tesco.

UK managing director of the company Steve Howard remarked that the move comes in line with the firm's vision.

"We want to position ourselves as a global wine supplier using internationally-acclaimed winemakers and to be seen as consumer and marketing experts," he said.

The company is also planning to stock lower-alcohol wine-based products in the UK from spring.

Bucks Fizz, Raspberry & Cranberry Fizz, Elderflower Cooler, Shiraz Rose Spritzer and Sauvignon Blanc Spritzer will all be part of the range.

ZGM formed in 1998 following the merger Zimmermann-Graeff winery and the Rudolph Muller company.

[For more information, click here](http://www.talkingretail.com/products/7873/ZGM-goes-down-the-branded-rout.ehtml)

Innovation kick-starts 2008 for Yeo Valley

Date: Mon, 31 Dec 07

Story Text

Yoghurt producer Yeo Valley has planned new packaging and products for the beginning of 2008, it has emerged.

January will see a fresh push by the food company with increased sampling activity planned as well as sponsorship of the weather of ITV, Talking Retail reports.

The sponsorship of ITV weather is part of a marketing drive worth Â£3.4 million.

Marketing director Ben Cull explained the reasons behind the developments.

He told Checkout: "We have stretched our range to ice cream, butter, spreadable and cheese and we have redesigned our packaging.

"Within quality everyone is upping the ante, therefore we are upping the ante too."

One of the new lines to be launched by the company is organic milk-chocolate mousse.

Yeo Valley recently picked up the Judge's Special Prize in the Food Manufacture Awards, following receipt of the dairy category top accolade in 2006.

[For more information, click here](http://www.talkingretail.com/products/7858/Yeo-Valley-relaunches-yogurt-r.ehtml)

Sara Lee adds a touch of honey

Date: Mon, 31 Dec 07

Story Text

Bread producer Sara Lee has launched a new product that uses a small amount of honey.

Sara Lee Soft & Smooth Honey made with Whole Grain White Bread is the latest offering from the firm.

Vice president of Sara Lee US Bakery Tim Zimmer commented that the new product offers consumers the chance to benefit from the goodness of whole grain while enjoying the smooth texture of white bread.

He added that the product had been popular with teenagers in taste tests.

Dr Frances Coletta, the director of health and wellness at Sara Lee, noted that many people do not want to sacrifice eating a texture of bread they prefer for health benefits.

"Our new Soft & Smooth bread is a great solution offering consumers good tasting choices for increasing their whole grain intake with the extra touch of honey," she said.

Sara Lee recently announced it will be the exclusive provider of Dunkin' Donuts' coffee.

For more information, click here

Asda signs celebrity wine deal

Date: Fri, 28 Dec 07

Story Text

Overseas-owned supermarket giant Asda has signed a new deal that will place exclusive celebrity wine brands on its shelves.

The drink will be created as part of a new internet TV series set for early next year that will feature Adele Silva.

Silva, a pin-up model and star of TV series such as Emmerdale and Hell's Kitchen with Marco Pierre White, will travel to France and Italy as part of the series to undertake a voyage of wine discovery, reports Talking Retail.

Philip Goodband will guide her on this tour of the tastebuds, with new wine for the Stowells brand to be created as part of the experience.

Clare Griffiths, vice-president for brand marketing at Stowells' brand owner Constellation Europe, told the news source: "We want our consumers to really enjoy learning about wine in a fun and informative way and to give them the confidence to try new wines and varietals for themselves."

Meanwhile, Silva was also busy with fellow celebrities such as Anthony Cotton and Jennie McAlpine working to raise funds for the M.A.C Aids Fund as part of World Aids Day in December 2007.

Innovation 'pushed Giovanni Rana's forward'

Date: Fri, 28 Dec 07

Story Text

A need to innovate was the reason for the arrival of Giovanni Rana's fresh filled pasta, it has emerged.

According to chief executive of Giovanni Rana Gian Luca Rana, the brand needed to push forward.

"We arrived at a certain ceiling with private label and felt we needed to bring the category forwards, stimulating new consumers into the category," he told Talking Retail.

"Muller achieved this with yogurt and we knew we were credible enough to do this with fresh pasta," Mr Rana added.

Mr Rana noted that the firm has a strategy of tailoring the pasta flavours to the tastes of the market they are entering.

Giovanni Rana is to launch new advertising campaigns in 2008, following a Â£2.5 million advertising campaign last year.

Mushroom Ravioli, Artichoke Tortellini and Tortellini Arrabbiata are three of the filled pasta products sold by the company.

Healthy eating drive aimed at children

Date: Fri, 28 Dec 07

Story Text

A new healthy eating drive from the Food Standards Agency (FSA) is aimed at improving children's knowledge on the subject.

The food competences framework will involve schools and communities, the FSA states.

Rosemary Hignett, the head of nutrition at the FSA, commented that kids should learn how to read food labels and understand why steaming food is healthier than frying it.

"By embedding the competences throughout a range of activities, inside and outside of schools, there will be greater consistency in helping children to choose, cook and eat safe, healthy food," she stated.

It is hoped that youngsters will then make informed decisions about food when they are

older, she added.

Voluntary reduction on the use of trans fatty acids by food companies was recently applauded by the FSA.

The body advised the Department of Health that mandatory restrictions will therefore not be needed.

Energy drink warning

Date: Thu, 27 Dec 07

Story Text

Consumers have been warned by the British Dietetic Association (BDA) that the trend of mixing energy drinks with alcohol is worrying.

A spokesperson for the BDA, Rachel Cooke, said that combining stimulant drinks with alcohol could mean clubbers drink more than normal as energy drinks can relax the effect of alcohol.

Ms Cooke remarked that energy drinks are also dehydrating and aren't necessary for a balanced diet.

"There isn't a recommended daily amount for caffeine as you can live perfectly well without it," she said.

However, Ms Cooke, who is also a registered dietician, noted that energy drinks are safe in moderation: "If you usually drink tea or coffee without any problems then it should be safe to have the occasional energy drink."

North Carolina's Wake Forest University released research in November that showed those who mix energy drinks with alcohol are twice as likely to be harmed as those who don't.

Dieters told to eat detoxifying foods

Date: Thu, 27 Dec 07

Story Text

Dieters have been told to eat detoxifying foods rather than starve themselves by following the latest food fad.

Lemon detox diets and cabbage soup diets have been promoted by Kensington-based nutritionist and cellulite reduction specialist Georgios Tzenichristos.

Mr Tzenichristos stated: "To detoxify and lose weight you need to eat more of detoxification-supporting foods, instead of undermining your system with diet fad."

He added that essential fatty acids and protein from fish and pulses are among the foods needed to help boost detoxification, skin firmness and circulation.

However, he warned against dairy products, saturated fat, simple sugars (found in fizzy drinks, alcohol and fruit juices) and trans fatty acids.

Mr Tzenichristos named artichoke extract, milk thistle extract, chlorella, butyrate, purified lecithin, evening primrose oil, purified fish oil, probiotics and quercetin as ingredients to look out for.

Vegans were warned recently by a spokesperson from the Vegetarian Society to ensure their diet contains enough vitamin B12.

For more information, click here

English wine popularity is increasing, says retailer

Date: Thu, 27 Dec 07

Story Text

Waitrose has reported an increase in the popularity of English wines among UK consumers.

The retailer announced that year on year sales of the alcoholic beverage are growing by 120 per cent in its stores. The tippie even outsold the French classic claret in the month of November on the shop's online option.

Justin Howard-Sneyd, the Waitrose master of wine, remarked that English wine is finally getting the recognition it deserves.

"English wines used to be regarded as the Cinderellas of the wine world - but now they are taking centre stage and deservedly so. It certainly looks as though many of our customers will be toasting Christmas with a glass of English fizz," he noted.

Waitrose launched a new line of sustainable caviar in the run-up to Christmas.

The retailer announced that after a ten-year absence from supermarket shelves, the delicacy can now be purchased for [£]800 a pot.

For more information, click here

Sustainable cod fish fingers launched

Date: Mon, 24 Dec 07

Story Text

A range of fish fingers that use sustainable cod has been launched by Young's, the company has announced.

The Great Grimsby range uses MSC-certified, line-caught 100 per cent sustainable wild Alaskan Pacific cod, Talking Retail reports.

A total of five different products comprise the line of products, including Five Fish Pie, Cod Fillet Fish Fingers, Smoked Haddock Fish Cakes, Cod Fish Cakes and Extra Large Battered Haddock Fillets.

"The Great Grimsby concept provided the perfect opportunity to dig into the archive to create a traditional, but modern and relevant range," commented Young's senior brand manager Helen Taylor, according to the news source.

She said that the "key" to the range was local provenance, which meant that as many ingredients as possible have been sourced from the Lincolnshire area.

The company said it hopes that the new range allows consumers to enjoy their seafood without guilt.

Recently, the chief executive of Young's said that its method for producing scampi was carbon-neutral, even though it involves shipping the seafood to Bangkok to be de-shelled by hand.

[For more information, click here](http://www.talkingretail.com/products/7864/Youngs-launches-100-sustainable.html)

Mulled wine experiences a resurgence

Date: Mon, 24 Dec 07

Story Text

Mulled wine and other hot festive drinks have become more popular in the UK, new figures from Waitrose suggest.

European Christmas markets, such as those popularly held in Germany and Austria, have been the inspiration behind the trend, the supermarket said, according to Talking Retail.

Sales of bottled mulled wine have increased by 20 per cent from last year, while sales of mulling spices have risen by 171 per cent.

Additionally, sales of cinnamon sticks have been boosted by 24 per cent, the retailer reported, while brandy - which is a common addition to mulled wine - has seen its sales rise by ten per cent.

"Christmas in the UK is becoming increasingly Continental," a spokesperson from Waitrose said, according to the news provider.

Meanwhile, managing director Mark Price also stated that high-end products, such as caviar and a four-bird roast, were also selling very well during the Christmas period.

[For more information, click here](http://www.talkingretail.com/news/7894/Waitrose-sees-mulled-wine-sale.ehtml)

Square sausages by Richmond to hit Scottish market

Date: Mon, 24 Dec 07

Story Text

A new line of square sausages by Richmond is set to be introduced within the Scottish market.

The new product will be launched early in the new year and is expected to help the brand expand within Scotland, where the square sausage market is experiencing eight per cent year-on-year growth, Talking Retail reports.

Richmond, which claims to be the highest-selling sausage brand in the UK, also makes thick, thin and skinless sausages.

"Capitalising on the success of Richmond sales in Scotland and the high brand recognition it receives, we are expecting a huge response to the square sausage launch which will boost sales growth at the start of next year," commented senior brand manager Mark Brown, according to the news provider.

He added that the firm will be returning to TV for the first time in "several years" to focus on the Scottish market.

Richmond is the trading name of Kerry Foods Limited.

[For more information, click here](http://www.talkingretail.com/products/7969/Richmond-launches-square-sausa.ehtml)

Asda announces artificial flavourings pledge

Date: Fri, 21 Dec 07

Story Text

Supermarket giant Asda is to no longer use artificial flavourings or colourings in its own-brand products, it has announced.

By March 25th, 9,000 products will no longer contain these ingredients.

Head of the Asda brand Andy Adcock commented that the company is responding to consumer demand.

"We truly believe this is the right thing to do for customers," he said.

Mr Adcock added that the retailer is the first to offer such a guarantee, saying: "We are delighted to be the first UK food retailer to deliver this pledge and are proud to begin the New Year as we mean to go on."

This latest development is part of the firm's commitment to affordable healthy eating for all consumers.

Sally Bunday MBE of the Hyperactive Childrens Support Group welcomed the announcement.

In other news today, Asda has created canapes that capture all the flavours of a Christmas dinner.

Mars to move into smoothie market

Date: Fri, 21 Dec 07

Story Text

Mars is to introduce Starburst fruit smoothies next year, it has emerged.

The food giant is to extend the successful sweet range into a fruity beverage that will be suitable for both adults and children, Marketing Week reports.

Mars has already expanded the Starburst brand with two drinks brought out earlier this year.

Outrageous Orange and Pineapple and Sensational Strawberry and Raspberry are two flavours offered by Starburst drink.

According to the publication, the new 100 per cent fruit smoothies will be the company's move into the smoothie market which is currently led by Innocent.

A number of iced fruit smoothies have been launched this year already, with Unilever's Solero Smoothie ice-olly and Richmond Foods offering consumers a Skinny Cow smoothie option.

Mars also recently expanded its hot beverages range, adding Maltesers Malty and Galaxy Creamy hot chocolate products to its portfolio of products.

[For further information click here](http://www.marketingweek.co.uk/item/59064/254/260/3)

Baxters launches Soup Bowls nationwide

Date: Fri, 21 Dec 07

Story Text

Baxters is to roll out its new microwaveable soup pot concept nationwide, it has emerged.

Under the new name of Soup Bowls, the company is to bring the product to all stores rather than just Tesco outlets, where the soup was trialled earlier in the year, Talking Retail reports.

The product boasts a packaging innovation - a heatproof sleeve - that means the pot can be taken from the microwave and eaten straight away.

Kerr Arthur, the marketing director at Baxters, commented that consumer trends had paved the way for the development.

"Consumer insight suggests that there is great demand for convenience foods which don't compromise on quality and taste," he told the news source.

Tomato & Sweet Basil, and Butternut Squash, Carrot & Red Pepper are two smooth varieties of Soup Bowls. While three chunky soup options - Medley of Country Vegetable, Smoked Bacon & Mixed Bean, and Spiced Lentil, Tomato and Vegetable - will also be available.

Baxters also makes conserves, condiments, beetroots and chutneys.

[For further information click here](http://www.talkingretail.com/products/7958/Baxters-set-to-roll-out-Soup-B.ehtml)

Expert: Snail caviar is emerging French food trend

Date: Fri, 21 Dec 07

Story Text

The French are indulging in a new food delicacy, it has emerged.

Caviar d'escargot - or snail eggs - has been revived in the country after first appearing in the 1980s, Reuters reports.

the head chef and owner of Parisian restaurant Escargot Montorgeuil, Laurent Couegnas, commented that the delicacy had seen a revival following the efforts of producer Dominique Pierru.

Mr Couegnas pointed out the differences between the new food fancy and traditional caviar, telling the news source: "Sturgeon caviar has a very pronounced taste and snails' eggs have a very delicate taste. I would not eat it by spoonful."

He described snail caviar as "something different, very interesting" and even as "slightly salty".

The food is served with scallops, garlic, croutons and fresh cream in Couegnas' eatery.

Heston Blumenthal previously described snail caviar to the Guardian as looking like "grains of tapioca" which "pop in the mouth".

[For further information click here](http://uk.reuters.com/article/lifestyleMolt/idUKL2055417620071220)

Christmas may spell 'dining out boom'

Date: Fri, 21 Dec 07

Story Text

Consumers may prefer to dine out this Christmas, reports have suggested.

The stress of cooking the long-awaited Christmas dinner at home and the rising cost of food has made eating out on December 25th a viable option for many, the Bolton News has indicated.

This follows recent advice from Which? urging consumers to consider taking advantage of the bargain set course menus offered by eateries around the country.

Nurul Meah from Bolton's Royal Balti House explained that diners visiting his establishment will be able to take part in a traditional Indian party as well as choosing specials such as whole roast chicken marinated in a spicy sauce.

Mr Meah maintained that consumers are looking for new food ideas over the festive season.

"They want a change, something different. Even though turkey is traditional, they want to try something else during the day," he told the paper.

Jan Hampton of local venue Egerton House Hotel added that buying food has become very expensive this year.

[For further information click here](http://www.theboltonnews.co.uk/display.var.1921028.0.will_you_be_having_turkey_this_year.php)

Expert: Vegans need foods containing B12

Date: Fri, 21 Dec 07

Story Text

Vegans should try to eat foods which contain vitamin B12, one expert has said.

According to a spokesperson from the Vegetarian Society, vegans can suffer from particular ailments if they fail to meet the dietary requirements for the vitamin.

The spokesperson warned that pernicious anaemia is a difficult condition to treat and is one that can arise from a B12 deficiency.

"If you are vegan, and you're not having any dairy products or eggs, you do need to be careful to make sure you get a supply of vitamin B12," she noted.

Breakfast cereals are good sources of the substance, she said, but acknowledged this information may be of more use to vegetarians.

"We always say to vegans that they should be eating B12 fortified food; things such as yeast extract are good sources," she remarked.

A deficiency in vitamin B12 can also lead to dementia and inflammation for the nervous system, netdoctor.co.uk stated.

World-first created by Asda

Date: Fri, 21 Dec 07

Story Text

Retail chain Asda has claimed it has made the world's first smallest Christmas dinner.

The company has pioneered a special canape that incorporates all the traditional flavours of a Christmas dinner by combining a Rudolph potato, apple and chestnut stuffing, a mini Brussel sprout in sage and onion butter, a spot of red cabbage for sweetness and turkey breast meat. A single cranberry will top the festive fancy.

Asda is to produce the Christmas special in time for the 2008 festive season, with next year's partygoers able to take advantage of this Christmas delicacy, the firm asserted.

"At Asda, we are constantly looking at product development and innovation and have devised what we believe is the ultimate Christmas party canape," head development chef at the retailer Neil Nugent said.

He added: "Our customers are always interested in new ways to impress their guests and this certainly fits the bill."

The supermarket giant is owned by US company Wal-Mart.

California Chardonnay launched by Beringer

Date: Thu, 20 Dec 07

Story Text

Beringer Vineyards is to introduce a new wine to the market, it has emerged.

The firm has announced that it has launched a new Californian Chardonnay in time for the Christmas season, Food Ingredients First reports.

President of Beringer's wholesaler in Colorado - Republic National Distributing Company - Jim Smith remarked that innovation is a key strategy of the company.

"We are confident that the Beringer legacy of quality and innovation continues with this launch and we expect the Beringer California Collection Chardonnay to be one of our bestsellers this year," he said.

The vice president of marketing for Beringer Vineyards, Barry Sheridan, commented that wine consumers are faced with a number of choices; however they will find "Beringer California Collection Chardonnay right next to their favourite Beringer White Zinfandel, White Merlot, Pinot Grigio and Chenin Blanc".

Beringer's 1995 Private Reserve Cabernet Sauvignon won the 2006 Judgement of Sauternes.

Packaging change considered following complaints

Date: Thu, 20 Dec 07

Story Text

Changes to the packaging of a confectionary product are being considered by its makers Hershey's.

The firm received complaints due to the packaging of its Ice Breaker Pac, which, it is claimed, look like drugs.

It has been suggested that the breath mints look similar to the pouches used to sell drugs such as crack cocaine.

Philadelphia councilman Juan Ramos said that even police drug squads could not determine if the products were sweets or illegal substances.

A spokesperson for Hershey's, Kirk Saville, remarked that the company had not intended for confusion to arise from the packaging of the foodstuff.

"It was certainly never our intention to create any confusion with this product," he said.

"We take consumer and community feedback seriously and are acting quickly to address concerns," he added.

Hershey's also produces confectionary such as Kit-Kat and Kissables.

Budget foods 'healthier than premium ranges'

Date: Thu, 20 Dec 07

Story Text

Budget foods are just as healthy as premium ranges, new research has suggested.

The survey by Which? has revealed that fresh produce that is sold as part of value ranges can be just as nutritious as premium foods, Talking Retail reports.

However, the retailer discovered that a quarter of shoppers believe the opposite is true.

Which? analysed foods from supermarket giants Sainsbury's, Tesco, Asda and Morrisons and discovered that premium ranges of ready meals often contained higher fats and saturates per 100g.

Furthermore, basic ready meals were found to have the lowest levels of fat.

The watchdog suggested that premium food ranges are more expensive because of cosmetic appearance as opposed to taste or nutritional values.

Talking Retail noted recently that a Mintel report found consumers are concerned with living healthy lifestyles.

According to the market research company, 56 per cent of consumers are intending to eat more healthily in January.

Bread salt levels vary

Date: Thu, 20 Dec 07

Story Text

The level of salt in supermarket breads varies, a new consumer report has found.

As reported by Talking Retail, the salt content in breads from different retailers vary considerably, consumer watchdog Which? revealed.

Asda was named as selling the loaf with the lowest amount of salt in its granary tin offering, beating off competition from Tesco, Morrisons, Sainsbury's, Waitrose and Marks and Spencer.

However, 40 packaged loaves were also tested with Marks and Spencer's multigrain sliced loaf containing the lowest amounts of 0.7g per 100g.

Morrisons sells the packaged loaf with the highest amount of salt, as its best malted farmhouse contained 1.5g of salt per 100g.

Sainsbury's, Tesco's and Morrisons were responsible for the bakery breads with the highest salt levels.

Which? recently urged consumers to dine out over the festive season, pointing out the high cost of cooking a Christmas meal at home due to the inflation in food prices.

New kids meals launched by Sterling Airlines

Date: Thu, 20 Dec 07

Story Text

A new meal option for children flying with Sterling Airlines has been offered.

To be provided by BonAppetit Catering, the new meal option is called The Funny Meal.

A paint book and crayons are part of the meal option, which includes child-friendly snacks such as creamy cheese, ham, breadsticks and carrots. Haribo sweets are also part of the package.

Michael Hansen of Sterling Airlines remarked that the idea is has proven to be popular.

"Concepts similar to Funny Meal have proven successful in other industries, and we want to offer the kids something they will really enjoy," he stated.

International marketing manager of the company Carole Arnaud-Battandier remarked that the option will be available to the entire network.

It was reported earlier this year that by the Shetland Times that local food from the Shetlands is to be offered by Atlantic Airlines to those flying between the region and London.

Wine reforms could lead to innovation

Date: Thu, 20 Dec 07

Story Text

Reforms to the Common Agricultural Policy wine regime means UK wine suppliers may find it easier to innovate, one expert has said.

The Department for Environment, Food and Rural Affairs (Defra) has announced that the EU has brought in changes that will affect the labelling and production of wine in

Europe.

Defra minister Jonathan Shaw claimed that the reforms will benefit UK suppliers and consumers, as well as encourage innovation.

"It will rid the wine regime of its worst features, which discouraged innovation and encouraged surplus production that was disposed of at the European taxpayer's expense," he stated.

He added that wine producers will no longer be subject to the "most bureaucratic and restrictive parts of the regime".

Defra also announced that financial backing will be provided to the sector.

The British Beer and Pub Association recently called for a beer tax freeze as consumption of the beverage among consumers falls.

Chocolate sales increase in UK

Date: Fri, 14 Dec 07

Story Text

Cadbury has seen an increase in its chocolate sales in the UK, it has emerged.

The company said that several factors had boosted sales for the company over the past year.

A marketing push for its Dairy Milk product was one reason attributed to the strong growth, as well as a relaunch of the Wispa chocolate bar.

Cadbury Schweppes chief executive Todd Stitzer commented: "Our continued strong confectionery performance reflects sustained investment behind growth and capabilities combined with a recovery in UK chocolate.

"While the economic outlook for 2008 is uncertain, we are confident that our trading momentum will carry on into the new year, supported by our confectionery growth and efficiency initiatives."

The company is expecting its confectionary sales over its top-end sales target of six per cent.

Cadbury Trebor Bassett recently announced it is to restructure its chocolate manufacturing systems in order to gain greater efficiency.

For further

information [click here](#)

Sweet Leaf Tea launches new flavour

Date: Fri, 14 Dec 07

Story Text

Sweet leaf Tea has added a new flavour to its line of beverages.

Pomegranate Green Tea is the latest flavour to join the line up of teas offered by the company, Food Ingredients First notes.

Co-founder of Sweet Leaf Tea Clayton Christopher commented that his firm is excited about the new flavour.

"The green movement is here to stay. Our culture and our company thrive on bottling up the latest tastes and trends and people want pomegranate and green tea under the Sweet Leaf bottle cap," he said.

He added that the new drink is healthy and "tastes great".

The company stated that the development came after a wave of consumer and retailer response.

Pomegranate Green Tea contains a high number of antioxidants, the firm asserted, with more antioxidants EGCGs than any other bottled tea.

Sweet Leaf also produces lemonades and as well as mixers for making cocktails with.

[For further information click here](#)

http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=15951&fSite=AO545&next=5

Big size bottle brought out by Vita Coco

Date: Fri, 14 Dec 07

Story Text

Vita Coco has introduced a new one litre bottle in response to consumer demand.

The company claims that its customers have been demanding bigger bottles of coconut water but that are still handy to carry round the gym, Food Ingredients First reports.

Co-founder of Vita Coco Michael Kirban commented that 2007 had been a successful year for the company, capped off by the new product launch.

"This has been Vita Coco's best year ever at retail and it's because our brand meets the growing consumer demand for coconut water. We received repeated requests from gym-fanatics and athletes for Vita Coco in a larger size and that's what we've given them," he said.

He added that the company is expecting sales to double by the end of next year if customer support continues to drive growth.

Vita Coco also recommends that the product can be mixed with a number of alcoholic beverages to create cocktails.

For further information click here

2008 food trends revealed

Date: Fri, 14 Dec 07

Story Text

The hottest food trends for 2008 have been revealed by the Innova Database.

Natural products are set to be the biggest thing next year, according to the company, with consumers becoming increasingly concerned about the use of additives in food products, Food Ingredients First reports.

In packaging, going green will be every company's mantra, the report claimed, with carbon conscious packaging the next step.

Furthermore, packaging is likely to weigh less following Coca-Cola's move to slim down its iconic glass bottles.

The Innova Database also points towards a health trend for 2008, with food technologies allowing new concepts.

An example of new health concepts will be probiotic chocolate, the company asserted, with health drives will be a possibility in every food category.

Coca-Cola Enterprises has promised to push forward with innovation in the beverage sector 2008.

The firm recently stated that it is to focus on flavoured carbonates as well as sports and energy categories.

For further information click here

Akzo Nobel amends novel food application

Date: Fri, 14 Dec 07

Story Text

Akzo Nobel Functional Chemical has amended its application to the Food Standards Agency (FSA) for the use of ferric sodium EDTA.

The company has added to the application that it intends the novel food ingredient - a product that does not have a history of consumption in the EU since May 15th 1997 - to be used in fortified foods.

When the application was originally submitted to the FSA in July 2006, the ingredient was intended to be used only in food supplements and nutritional foods.

The Advisory Committee on Novel Foods and Processes is to consider the application, which will involve rigorous safety testing.

Ferric sodium EDTA is being marketed by the firm as a replacement for already permitted forms of iron.

The ingredient is likely to be used in the same amounts as oxidised iron.

Akzo Nobel specialises in coatings and chemicals.

[For further information click here](http://www.food.gov.uk/news/newsarchive/2007/dec/iron)

Ocean Spray to launch New Year campaign

Date: Fri, 14 Dec 07

Story Text

Ocean Spray is launching a new marketing campaign to capitalise on the burst of health-conscious consumers that the New Year is likely to bring.

Starting on January 5th, the company is introducing a TV advertising campaign for three weeks, Talking Retail reports.

According to Jonathan Duffin, the Ocean Spray business development manager for UK Drinks, the Ocean Spray summer advertising campaign was a huge success.

He told the news source that demand for the product is likely to be high.

"With consumers around the country resolving to look after their health better in the New Year, demand for products that complement a healthier lifestyle will be high," he said.

Mr Duffin added that the promotional push will be a good start to 2008, saying: "With this TV push, we're underlining our commitment to drive our juice drinks' business forward throughout 2008."

The company stated that recent research supported the idea the cranberries can provide urinary tract protection.

[For further information click here](http://www.talkingretail.com/products/7795/Ocean-Spray-making-a-splash-in.ehtml)

New offering from Wild

Date: Thu, 13 Dec 07

Story Text

A new clear fruit juice option has been introduced by Wild.

According to the firm, the beverage is both a drink and a spritzer but is similar to flavoured water drinks, Food Ingredients First reports.

Named Refresher, the products use 12 to 50 per cent of juice and provide a "unique taste experience", the company asserted.

Marketed as an alternative to spritzers, Wild stated that it is responding to consumer trends towards lighter beverage options.

Apple, elderberry, lemonbalm and gooseberry, apricot, yellow plum are two of the flavourings offered by the concept while lemon and Fruits of the Forest varieties will be part of the Sports Refresher range for active consumers.

Customers that are calorie counting should try the options with lower percentages of juice, such as the 12 to 30 per cent varieties.

Smoothies, still juice drinks and bottled water had the greatest impact on the beverage market last year, Zenith International announced recently.

Flour improvers launched by Cognis

Date: Thu, 13 Dec 07

Story Text

Cognis has introduced new flour improvers that are aimed creating better quality products.

The firm stated that baking performance can be improved via Nutrilife ME 01 and

Lamemul MM 01 as even flours with poor baking qualities can benefit, Food Ingredients First reports.

Product line manager of Bakery Ingredients Andreas Funke commented that the new products simplify the process.

"Our new products remove the need for manufacturers to engage in complex flour selection and combination processes," he said.

He remarked that they reduce the need for hard wheat flour, which is more costly.

"Nutralife ME 01 and Lamemul MM 01 are a highly cost-effective way of gaining a competitive edge in the premium-quality flour market," he added.

Rolls, croissants and breads could benefit from the new products as they require the yeast to rise and thus a good baking performance.

Cognis recently launched Lamequick, a whipping agent that can be used instead of hydrogenated fats.

[For further information click here](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=15944&fSite=AO545&next=0)

FSA works towards reducing saturated fat levels

Date: Thu, 13 Dec 07

Story Text

The Food Standards Agency (FSA) is to work towards reducing the amount of saturated fat in foods in the UK.

Following the success of the food industry action to reduce trans fats, the FSA has stated that mandatory measures to control trans fats will not be needed, but pointed out that focus must now turn to saturated fats and salt levels.

Chair of the FSA Dame Deirdre Hutton commended the food industry for its positive work on reducing trans fat usage.

"The voluntary reduction of trans fats is a great illustration of a regulator and industry working together for the benefit of public health.

I'm delighted that industry has responded so positively to this issue and I think this decision provides a springboard for our future work on salt and saturated fat," she said.

Yesterday the FSA warned consumers to minimise the risk of food poisoning when cooking this Christmas.

[For further information click here](http://www.food.gov.uk/news/newsarchive/2007/dec/trans)

New fresh produce lines for Makro

Date: Thu, 13 Dec 07

Story Text

Makro is to undertake a new strategy which will see it bringing in new lines, the company has announced.

The wholesale retailer is to focus on increasing the number of speciality and regional foods that are on sale, Talking Retail reports.

Hannes Floto, the managing director of the firm commented that a number of new schemes will be responding to consumer demand.

"We look forward to announcing a raft of initiatives in the coming months that will excite customers in all the markets we serve," he told the news source.

He added that the chain was to benefit from "significant investment".

Mr Floto noted that bringing in new lines would mean an increase of 2,000 fresh produce ranges.

Retail giant Tesco recently announced that it is responding to consumer demand by increasing the amount of regional produce it sells.

Head of local sourcing at Tesco Emily Shamma said: "Customers tell us they want us to do even more to find and stock great products from the region and boost local producers."

[For further information click here](http://www.talkingretail.com/news/7777/New-lines-and-expert-advisers-.html)

Organic turkey sales increase

Date: Thu, 13 Dec 07

Story Text

Organic turkey sales have grown strongly, retailer Marks and Spencer has said.

The company has announced that sales of the festive poultry have increased by as much as 40 per cent.

Steven Esom, the director of food at Marks and Spencer, noted that the firm has listened

to customer demand and responded accordingly.

"Far from suffering a shortage, we upped our order for organic turkeys this year, knowing customers were increasingly wanting to have an organic bird as the centrepiece of their Christmas dinner," he remarked.

He added that he does not expect there to be a shortage of the product in the run-up to Christmas, as the turkeys are being sourced from farms that were not affected by the outbreak of bird flu.

Only free-range or organic turkeys are to be sold at Marks and Spencer this year.

Warnings were issued by the Foods Standards agency yesterday that washing a turkey before cooking could actually increase the risk of food poisoning.

[For further information click here](http://www.meatinfo.co.uk/articles/54861/M/S-talks-turkey.aspx?categoryid=9038)

Consumers opt for Asian-inspired party foods

Date: Thu, 13 Dec 07

Story Text

Asian-inspired party treats are now more popular as party foods than traditional sausage rolls and scotch eggs, a new survey has revealed.

According to a TNS study commissioned by Marks and Spencer, consumers have swapped vol-au-vents for prawn wontons and pork pies for Indian chicken kebabs.

Marks & Spencer party food specialist David Phillpot said that times have changed and consumer tastes have changed.

"Once upon a time we were happy to eat sausage rolls and vol-au-vents at parties, but now we want something a little different.

"The traditional snacks are still popular, but customers love variety and want things that are a bit different, when it comes to hosting a party at home," he remarked.

Global tastes in party foods have increased by 50 per cent over five years, the figures have discovered, with prawn wontons, mini fish and chip cones, Indian chicken kebabs, oriental prawn selections and oriental duck selections now the top five favourite party nibbles.

In other news, Marks and Spencer announced that sales of its organic turkey range have grown by 40 per cent.

http://www.marksandspencer.com/gp/browse.html/ref=sc_fe_c_1_43869031_3

?ie=UTF8&node=69972031&no=43869031&mnSBrand=core&me=A2BO0OYVBKI
QJM">For further information click here

Expert: Fruit is hard to find for some consumers

Date: Wed, 12 Dec 07

Story Text

There is a desert of fresh fruit and vegetables for some consumers, one expert has said.

According to Dr Hillary Shaw, a researcher at Harper Adams University College, poorer areas of the UK are places where fruit and vegetables are not readily available.

Speaking to BBC Radio 4's Farming Today programme, Dr Shaw remarked that many consumers in poor urban areas without cars live far away from shops.

He also added that many people "give up" trying to reach their five a day target and turn to foods such as ready meals.

"They tend to eat more ready meals because ready meals, food that's not very good for you, tends to be cheaper so you've got an affordability problem," he told the show.

"That pushes you towards unhealthy meals and then you're going to suffer obesity, diabetes, coronary heart disease and all the health problems associated with those conditions," he added.

Yesterday it was suggested by a study published in the Archives of Internal Medicine that eating a Mediterranean-style diet could help to prolong life.

Engraving service offered for whisky customers

Date: Wed, 12 Dec 07

Story Text

A US whisky producer is offering an engraving service for customers purchasing the beverage in the run-up to Christmas.

Johnnie Walker Blue Label - from the House of Walker brand - is individually numbered already and will offer customers chance to add personal sentiments to the bottle, Food Ingredients First reports.

Marketing vice president of Johnnie Walker Bill Topf commented on the unique opportunity such a proposition provides.

"The engraving program allows consumers to customise bottles of this rare whisky to create a special gift or collectible item for friends and family," he said.

He added: "Engraving adds an elegant personal touch to a bottle of Blue Label and we are pleased to make this successful service available coast-to-coast through the holiday season."

The service will allow consumers to choose a message of up to 45 characters in English, Chinese, Spanish and Korean.

Johnnie Walker is a brand of Scotch whisky sold in many countries around the world.

For further information click here

Innovation award winners announced

Date: Wed, 12 Dec 07

Story Text

Planet retail has announced its innovation award winners for 2007.

Coming out on top for Most Effective Promotional Campaign was 7-Eleven in the US, following its tie-in with The Simpsons Movie.

The marketing drive meant 12 stores were transformed into the Kwik-E-Mart off the popular cartoon, with products from the show displayed in store.

Cartoon products were also distributed nationwide as part of the promotional push.

The Supply Chain award was given to Spar in Austria, commending its solution for transporting deep-frozen foods.

Radio frequency identification (RFID) sensors were out on each food product so that the temperature can be controlled along the supply chain.

Described as a groundbreaking discovery by Planet Retail, the RFID sensor is made from a polymer gel pulp.

Planet Retail is a provider of food service industry and global retail information, covering 6,000 operations in 140 markets.

For further information click here

Gene markers for meat found

Date: Wed, 12 Dec 07

Story Text

Gene markers for better quality pork have been found by a team working in the US.

Pork producers can now select DNA to make meat leaner or tenderer, among others, following conclusions drawn from researchers at Iowa State University.

Quality, growth and leanness are all affected by four DNA markers found by the scientists, which have been licensed by GeneSeek.

The work was supported by the National Pork Board, with researchers stating that more findings are sure to come.

Director of animal science for the Pork Checkoff Mark Boggess said that the group plans to investigate other areas of pork production.

"Included in our research priorities is a groundbreaking study of the ability of pigs to resist or better tolerate disease agents, specifically porcine reproductive and respiratory syndrome virus (PRRS virus)," he remarked.

Life science, agribusiness, pharmaceutical and biotechnology industries are provided with product development solutions and comprehensive research by GeneSeek.

For further information click here

Recipes to enjoy with your erm, dog

Date: Wed, 12 Dec 07

Story Text

A new recipe book has compiled recipes that are suitable to be cooked by dog owners for their beloved pets.

Cheesy beef bites and braised squash with green lentils are two suggested food creations for the perfect pooch in the Cooking for Dogs recipe book by Marjorie Walsh, the Metro reports.

For those wanting to eat with their canine friend, the beef and black bean stew is a concoction that can be enjoyed by both man and dog.

Ms Walsh, a kennel owner, commented that she thought of the idea following her disappointment at the by-products in commercial dog food.

"I made sure it was nutritionally balanced to the established guidelines for dogs. As a result of recipes containing fresh meat, fish, eggs, cereal and vegetables, our dogs have

developed better coats, more energy and a better digestive system," she stated.

Ms Walsh added that the recipes should be used as treats.

Meat by-products, grain by-products and horse meat are often found in commercial dog food.

For further information click here

Vinexpo to be held in Hong Kong

Date: Wed, 12 Dec 07

Story Text

Record numbers of visitors are expected to attend the Vinexpo Asia-Pacific next year.

To be held in Hong Kong between May 27th and 29th 2008, the event will host 600 exhibitors from 30 countries.

According to Vinexpo, Asia is a growing market in the wine sector, with consumption increasing by 7.9 per cent a year.

The rate of growth in wine consumption for the rest of the world is just one per cent.

General Manager of Vinexpo Asia-Pacific Robert Beynat commented on the reasons behind choosing Hong Kong as the location for the exhibition.

"Our decision to exhibit in Hong Kong reflects the potential for development in the 18 Asian markets and the strategic position of Hong Kong at the geographic centre of this impressive gateway to Asia," he said.

In related news, it was reported by Talking Retail that Chinese brewer Tsingtao recently announced Halewood International as its sole distributor in the UK and Ireland.

For further information click here

Ryvita introduces new crispbread flavour

Date: Tue, 11 Dec 07

Story Text

Ryvita has announced a new flavour will be added to its range of crispbreads.

Ryvita Mediterranean Flavour Crispbread will compose of two different options, namely Tomato & Basil and Garlic & Rosemary, Talking Retail reports.

Nigel Nelms, Ryvita's marketing director, remarked that the new products are part of the company's commitment to produce original options.

"The unerring determination of the Ryvita team to consistently provide innovative, tasty and healthy products has borne these two fantastic variants," he told the publication.

He added that the crispbreads are "dramatically healthier" than similar snacks offered by rivals and "taste great".

Launching in January, the company claims both options contain 80 per cent less fat and 50 per cent more fibre than its leading rivals.

Mr Nelms said that health-conscious consumers will be attracted to the new products.

Ryvita recently launched two new wholeseed crispbreads that are Glycemic Index low.

[For further information click here](http://www.talkingretail.com/products/7748/Ryvita-to-launch-Mediterranean.html)

Danisco factory expansion completed

Date: Tue, 11 Dec 07

Story Text

Danisco has announced the completion of an extension of one of its factories in Europe.

The firm has successfully completed the expansion of Danisco Sweeteners GmbH, located in Lenzing, Austria.

Producing xylose, the raw material required for xylitol creation, work on the plant began in 2006 and is thought to have cost €23 million (£16.9 million).

Executive vice president of Danisco's Sweeteners and Pharma unit Nicholas Dunning commented: "This integration is an excellent example of Danisco's ongoing commitment to increased sustainability and the utilisation of renewable, natural resources."

He added: "Our strategy is to develop the Xylitol business globally and the expansion at Lenzing is an important piece in our plan."

The company remarked that xylitol has been approved for use on food in 50 countries around the world.

Danisco recently commented that its research on coated phytase will benefit the pig feed industry.

For further information click here

New health beverage for students

Date: Tue, 11 Dec 07

Story Text

A new package has been made available to children in the US, it has emerged.

Fuze Beverage will now be accessible in a different package that will be sold in vending machines around the country, Nutrition Horizon reports.

Bill Meissner, the chief marketing officer of Fuze, commented that the new beverage is meeting the needs of school children.

"As students and faculty have become aware of the benefits of a healthy diet, including higher energy levels, they are searching for more relevant alternatives to quench their thirst.

"For Fuze, its multiple functionalities fill that niche," he said.

He added that Fuze fulfils the need for healthy vending machine options.

The flavours to be distributed via vending machines are Green Tea, Slenderize Strawberry Melon, Slenderize Blueberry Raspberry, Refresh Peach Mango and Refresh Banana Colada

Fuze was founded in 2001 is an alternative non-carbohydrate drink.

For further information click here

Report: Mediterranean foods may lengthen life

Date: Tue, 11 Dec 07

Story Text

Eating a diet of Mediterranean-style foods could cut mortality rates, thus boosting one's life expectancy, research has revealed.

Published by the journal Archives of Internal Medicine, the study found that out of 566,000 US adults tested, those sticking to a diet of vegetables, fruits, nuts, grains and fish were less likely to die over a five-year period.

"Higher conformity with the Mediterranean dietary pattern was associated with a statistically significant reduction in all-cause mortality, including mortality due to cancer and cardiovascular disease in both men and women," the Guardian notes the authors of the research as stating.

Consumption of saturated fats, alcohol and meat were also reduced by individuals taking part in the study.

A second study published by the same news source also revealed that longevity can be boosted by regular exercise.

The survey discovered that those who exercise for 30 minutes on a daily basis are 27 per cent less likely to die.

Recent links between consuming meat and cancer were dismissed by cancer expert Karol Sikora, who told the BBC consumers should enjoy food in moderation.

[For further information click here](http://www.sciencedaily.com/releases/2007/12/071210163349.htm)

Red Tractor gets retail support

Date: Tue, 11 Dec 07

Story Text

Red Tractor food products are to be sold in John Lewis restaurants in the first deal of its kind.

The retailer is the first to agree to such a deal with the organisation - an alliance of farmers, processors, retailers and distributors committed to raising the standard of production - which will mean its 26 restaurants around the country will be serving Red Tractor-assured food.

Colin Smith, the chairman of Assured Food Standards, was delighted at the development.

"We welcome their [John Lewis] commitment to buying and serving top-quality food underpinned by the stringent standards of production of the Red Tractor mark," he said.

Marco Zacharia, head of catering for John Lewis, added: "Red Tractor continues to boost the reputation of UK-produced food and it's great that we can now support them and take their messages to our consumers."

John Lewis staff are to get extra training on the subject so that they are able to answer customer queries.

For further information click here

Top names sign up to advertising pledge

Date: Tue, 11 Dec 07

Story Text

Top food companies such as Burger King and Coca-Cola have signed a European Union pledge to change the way they market to children on TV.

Along with Groupe Danone, Ferrero, General Mills, Kellogg, Kraft, Mars, Nestle, PepsiCo and Unilever, Burger King and Coca-Cola have agreed to make changes to their policies on advertising to children by 2008.

The changes include no longer advertising food products that do not meet specific nutritional requirements to children under the age of 12.

Furthermore, the companies will no longer communicate to primary schools in relation to products, except in certain circumstances.

Managing director the World Federation of Advertisers Stephan Loerke has welcomed the development, remarking on the commitment made by the advertising industry.

"We will continue to work with consumers, parents, policymakers and all stakeholders to promote healthier lifestyles," he said.

He added that the sector is working towards "providing children with the tools to help them understand and interpret advertising, so that they are able to make informed choices".

Which? recently renewed its calls for a ban on advertising junk food to children.

Halewood to distribute Tsingtao in UK

Date: Mon, 10 Dec 07

Story Text

In an effort to ride the wave of interest in the upcoming Beijing Olympics, Chinese brewer Tsingtao has named Halewood International as its sole distributor in the UK and Ireland.

Tsingtao is aiming to grab the top spot among Asian imported beers in the UK within the next five years, Talking Retail reports.

Halewood is already in charge of distribution for Lamb's Navy Rum and Sweden's Herrljunga cider.

John Halewood, chairman and chief executive of Halewood International, told the news provider: "Tsingtao is synonymous with Chinese restaurant culture & is loved by a large loyal consumer base in the UK.

"Furthermore we believe can capitalise on the product's heritage, quality & strong but latent usage so having the ability to build on its almost universal distribution."

"We are looking to make a significant investment to drive brand awareness and recognition as part of a broader strategy to grow distribution and sales in other channels."

The Tsingdao Brewery was founded in 1903.

For further information, click here

Starburst adds flavours to drink range

Date: Mon, 10 Dec 07

Story Text

Following the success of its existing range of drinks, Mars Consumer Drinks has introduced some new flavours to the Starburst drinks product line.

The two new flavours, Sensational Strawberry & Raspberry and Outrageous Orange & Pineapple, come in brightly-coloured packaging to grab the consumer's attention, Talking Retail reports.

Additionally, they are being marketed towards the health-conscious consumer, as they each contain 15 per cent real fruit juice, contain no artificial preservatives and have less than two per cent fat.

Meanwhile, Mars Drinks recently expanded its range of hot beverages by launching the Maltesers Malty and Galaxy Creamy hot chocolate products. In 2006, the company rolled out the Moment du Chocolat drink.

In September, Mars promised that it would eliminate additives from its Starburst and Skittles sweets before the end of 2007, following a study from Southampton University which revealed that foods with additives could cause hyperactivity among children.

For further information, click here

Pringles Rice Infusions 'a success with consumers'

Date: Mon, 10 Dec 07

Story Text

Pringles Rice Infusions have been a proven success with UK consumers, according to the snack firm.

The innovation, which launched in July, has been a main driver in growth within the retailer's overall brand, as well as within its crisps and snacks category, Talking Retail reports.

Amber Kirby, Pringles brand manager at P&G, said that the company was "thrilled" that the product had done so well on the market.

"We are thrilled that Pringles Rice Infusions is significantly ahead of our expectations and has proven to be a genuine hit with the trade and consumers alike," she remarked.

"The Rice Launch drove overall Crisps and Snacks category by 0.7 per cent in July and without Pringles Rice the category would actually have been down 1.2 per cent in the same period."

Pringles Rice infusions come in four flavours: Sour Cream & Onion, Salt & Vinegar, Cheese & Onion and Sweet BBQ Spare Rib.

[For further information, click here](http://www.talkingretail.com/products/7738/Pringles-Christmas-update.html)

Aussie firm brings muesli to UK

Date: Mon, 10 Dec 07

Story Text

Australian food manufacturer Carman's Fine Foods is to launch its original muesli in the UK in a bid to gain a slice of the country's lucrative cereals market.

The low GI wheat free product will be available in some 315 ASDA supermarkets across the UK later this month, Talking Retail reports.

The launch follows the recent arrival of the company's muesli breakfast bars in Sainsbury's stores, which according to Carman's have proven extremely popular so far, particularly among cyclists and ramblers.

The company's founder, Carolyn Creswell, told Talking Retail: "When I first started out, making muesli in my kitchen and selling it to local cafes, I never dreamt I would one day be stocking my products in the major UK supermarkets."

The original muesli is made with nuts, grains, seeds, honey and cinnamon and is lightly toasted to create a crunchy texture and sweet taste.

Other products in the Carman's range include classic fruit and natural blend muesli and

original, classic fruit and tropical fruit and nut muesli bars.

[For further information, click here](http://www.talkingretail.com/products/7737/Carmans-muesli-comes-to-the-UK.html)

Easter-themed products from Cadbury's

Date: Mon, 10 Dec 07

Story Text

Confectionary manufacturer Cadbury Trebor Bassett (CTB) plans to offer an exciting new range of Easter-themed products in 2008 which will please both traditionalists and environmentalists.

The new products, which include an Easter Egg Trail Pack, are designed to meet to consumer demand for traditional style eggs and will feature spring-themed designs, Talking Retail reports.

They will also use less significantly packaging as part of the company's Purple Go Green initiative, cutting down on plastic and cardboard and using more recycled and recyclable materials.

Kate Harding, acting head of customer relations at CTB, said that consumers are looking for products that reflect the tradition and ritual of Easter.

"We are introducing a range of chocolate eggs and products that will offer this and importantly, will also use less packaging as part of our efforts to reduce the impact on our environment."

Meanwhile, Talking Retail also reports that Cadbury is launching a new range of ice creams in time for Christmas. Its twist cones come in three flavours; Chocolate, Chocolate and Fudge and Chocolate and Mint.

[For further information, click here](http://www.talkingretail.com/products/7680/Cadbury-launches-new-products-.html)

Weight Watchers launches natural fruit spread

Date: Mon, 10 Dec 07

Story Text

Weight Watchers has re-launched its range of natural fruit spreads with a new recipe and fresh packaging aimed at promoting the naturalness of the product.

The sales, marketing and distribution specialist Petty, Wood has recently secured a three-year licence to produce the spreads for Weight Watchers, Talking Retail reports.

There are five flavours in the range - strawberry, raspberry, blackcurrant, orange and apricot - and the products are made from 100 per cent pure fruit and fruit extracts.

Petty, Wood chief executive Mike Hogg said the new "all natural" recipe, which contains no added sugar, sweeteners, colourings, flavourings or preservatives, significantly improves the flavour, texture and appearance of the spreads.

"In addition, we have introduced brand new structural packaging that emphasises the diet/healthy eating and fruit/taste credentials of the range to ensure on-shelf stand out," he told Talking Retail.

In September Weight Watchers added to its low fat fruit yoghurt range with the launch of a new prune flavour product.

[For further information, click here](http://www.talkingretail.com/products/7727/Weight-Watchers-fruit-spread-g.ehtml)

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The company's founder, Carolyn Creswell, told Talking Retail: "When I first started out, making muesli in my kitchen and selling it to local cafes, I never dreamt I would one day be stocking my products in the major UK supermarkets."

The original muesli is made with nuts, grains, seeds, honey and cinnamon and is lightly toasted to create a crunchy texture and sweet taste.

Other products in the Carman's range include classic fruit and natural blend muesli and original, classic fruit and tropical fruit and nut muesli bars.

[For further information, click here](http://www.talkingretail.com/products/7737/Carman's-muesli-comes-to-the-UK.html)

Easter-themed products from Cadbury's

Date: Mon, 10 Dec 07

Story Text

Confectionary manufacturer Cadbury Trebor Bassett (CTB) plans to offer an exciting new range of Easter-themed products in 2008 which will please both traditionalists and environmentalists.

The new products, which include an Easter Egg Trail Pack, are designed to meet to

consumer demand for traditional style eggs and will feature spring-themed designs, Talking Retail reports.

They will also use less significantly packaging as part of the company's Purple Go Green initiative, cutting down on plastic and cardboard and using more recycled and recyclable materials.

Kate Harding, acting head of customer relations at CTB, said that consumers are looking for products that reflect the tradition and ritual of Easter.

"We are introducing a range of chocolate eggs and products that will offer this and importantly, will also use less packaging as part of our efforts to reduce the impact on our environment."

Meanwhile, Talking Retail also reports that Cadbury is launching a new range of ice creams in time for Christmas. Its twist cones come in three flavours; Chocolate, Chocolate and Fudge and Chocolate and Mint.

[For further information, click here](http://www.talkingretail.com/products/7680/Cadbury-launches-new-products-.ehtml)

Weight Watchers launches natural fruit spread

Date: Mon, 10 Dec 07

Story Text

Weight Watchers has re-launched its range of natural fruit spreads with a new recipe and fresh packaging aimed at promoting the naturalness of the product.

The sales, marketing and distribution specialist Petty, Wood has recently secured a three-year licence to produce the spreads for Weight Watchers, Talking Retail reports.

There are five flavours in the range - strawberry, raspberry, blackcurrant, orange and apricot - and the products are made from 100 per cent pure fruit and fruit extracts.

Petty, Wood chief executive Mike Hogg said the new "all natural" recipe, which contains no added sugar, sweeteners, colourings, flavourings or preservatives, significantly improves the flavour, texture and appearance of the spreads.

"In addition, we have introduced brand new structural packaging that emphasises the diet/healthy eating and fruit/taste credentials of the range to ensure on-shelf stand out," he told Talking Retail.

In September Weight Watchers added to its low fat fruit yoghurt range with the launch of a new prune flavour product.

[For further information, click here](http://www.talkingretail.com/products/7727/Weight-Watchers-fruit-spread-g.html)

Halal cheese range launched

Date: Fri, 07 Dec 07

Story Text

A complete range of halal cheese has been launched by Lancashire-based dairy, Dew-Law products.

The dairy already supplies cheeses to retailers all over the country and say the halal range is in response to consumer demand.

It has been granted a licence from the Halal Food Authority (HFA) for formulating and processing halal named varieties of cheese for the retail and catering trade, according to Asian Image newspaper.

Marketing manager Ian Coggin said: "We are delighted to have been awarded the HFA approval and welcome the opportunity for the Muslim community throughout Britain to now be able to buy our superb full range of cheeses."

HFA President Masood Khawaja told the newspaper that the market for halal goods in the UK saw a rise of 30 per cent last year, even though the proportion of Muslims was only two or three per cent.

According to meatinfo.co.uk, more Polish exhibitors appeared at the World Food Market at Excel this year, hinting that the popularity of ethnic food was growing.

Britons 'plan to spend money eating and drinking over holidays'

Date: Fri, 07 Dec 07

Story Text

Christmas will see people spending almost Â£150 each on average for a good time out eating and drinking, new research says.

Deloitte found that people had a pub and restaurant budget of Â£143 per person, up on last years' figure by 16 per cent.

Men plan to spend more than women, with wallets giving up about Â£178 and purses yielding a more modest Â£109.

Regionally, people in the north west were planning to spend the most, again Â£178, with second place Londoners saying they would splash out Â£156 on eating and drinking out.

Deloitte's Glyn Bunting said: "Families are more likely to eat out together since the smoking ban came into force and providing friendly service, affordability and sensible menu choices will help attract them."

He said that busy family lives were a key factor in people wanting, and expecting, to eat out.

John Lewis to promote Red Tractor foods

Date: Fri, 07 Dec 07

Story Text

Department store John Lewis has signed a deal to promote Red Tractor-approved food within its restaurants, it has emerged.

As part of the marketing drive, Red Tractor plaques will be displayed in the dining establishments, promotional tools will be distributed to staff and extra training will be held.

All of the retailer's 26 John Lewis in-store restaurants will feature pork, beef, lamb, chicken and turkey that carry the Red Tractor seal of approval.

These foods are awarded the logo if they are farmed in the UK and adhere to certain standards regarding production.

Commenting on the scheme, Colin Smith, chairman of Assured Food Standards, said: "John Lewis is the UK's largest department store retailer and we welcome their commitment to buying and serving top-quality food underpinned by the stringent standards of production of the Red Tractor mark."

Cider maker launches Christmas ad campaign

Date: Fri, 07 Dec 07

Story Text

Brothers Cider is to launch a new Christmas advertising campaign to promote brand awareness and boost sales over the festive period.

It will run throughout December and will feature poster adverts in pub washrooms and illuminated panels in key outdoor locations in major UK cities, Talking Retail reports.

The Â£100,000 campaign will include the tagline "ice is for skating on, not diluting cider", taking a fun swipe at rival cider brands that are designed to be served on the rocks.

Brothers has enjoyed tremendous success over the summer months as a result of the continued cider boom. It was the official cider sponsor of the 2007 Glastonbury Festival, launching a limited edition lemon cider especially for the event.

The drinks maker now hopes to continue this success through the winter and into 2008.

"Our new ad campaign is designed to engage festival goers through relevant touch points and keep Brothers Cider in the hands of pub goers this Christmas," Matthew Showering co-founder of Brothers Drinks told Talking Retail.

New junk food ad bill introduced

Date: Fri, 07 Dec 07

Story Text

A new bill presented to Parliament this week will outlaw junk-food marketing aimed at children if it is approved by ministers.

The Promotion of Food to Children Bill was proposed by Nigel Griffiths, Labour MP for Edinburgh South, and encompasses an all-out ban on TV ads promoting salty, fatty and sugary foods before the 9pm watershed.

With many retailers and snack brands already having moved away from overt marketing strategies aimed at children for fear of attracting negative publicity, fast-food chains stand to be worst hit by the new bill.

Mr Griffiths commented: "There is no single solution to childhood obesity but tougher restrictions on the way unhealthy foods are marketed to children are essential.

"If children are not exposed to sophisticated ads for unhealthy foods, parents will find it easier to encourage healthy eating and the whole country will benefit."

The bill has the backing of the Children's Food Campaign, which advocates healthy diets for young people.

Morrisons to push own-label brand

Date: Fri, 07 Dec 07

Story Text

Supermarket chain Morrisons has revealed details of a new drive to step up promotion of its own-brand food products.

As part of the strategy, the company has enlisted the help of two highly experienced executives - Eleanor Scott, former product development director for Tesco in central Europe; and Asda brand developer Simon Mitchell.

Both executives will be joining the firm in the New Year as joint heads of product development and Morrisons chief executive Marc Bolland has tasked them with enhancing the company's underperforming own-label brand.

Mr Bolland had already announced in September that he was looking to strengthen the

supermarket's own-brand produce in line with the company's overall strategy of becoming the "food specialist for everyone".

Morrisons recently earned recognition from the BII national training awards, securing the top spot in the Best Development Programme category for its flexibility, clearly defined objectives and clear evaluation procedures.

New advertising behind Special K challenge

Date: Thu, 06 Dec 07

Story Text

A new marketing initiative is to kick-off the Special K Slimmer Jeans Challenge in the New Year.

Urging customers to eat two bowls of cereal two meals a day for two weeks, the company says 6.6 million may take part in this year's event, Talking Retail reports.

Marketing director at the firm Kevin Brennan commented that a new way to push the promotion has been devised.

He said to the news source: "The new advertising tactic using gyms changing room panels demonstrates Kellogg's commitment to helping retailers via specific consumer targeting.

"So far the Special K challenges have helped over half a million people manage their shape and we expect even better results in 2008."

He added that the company is "investing heavily" in the event by targeting those who use gyms and, are therefore, shape conscious.

Kellogg's recently announced that it is to extend its Coco Pop offering.

[For further information, click here](http://www.talkingretail.com/products/7679/Special-K-Slimmer-Jeans-Challe.ehtml)

Tetley launches new ad campaign

Date: Thu, 06 Dec 07

Story Text

Tetley is launching a new advertising campaign for one of its products.

To be shown in January, Tetley Redbush will be the subject of the new promotional drive, Talking Retail reports.

The firm claims that more people are buying into the category, as appeal for the product

has widened.

Demand for redbush products have increased, the firm states following the launch of its own beverage - with 70 per cent of sales of redbush items directed towards Tetley.

Promoting the reasons to drink Tetley Redbush, the advert will last 30 seconds and is to cost the company £1 million.

Premiering on January 1st, the firm says this is the key time for purchasing redbush products.

Tetley claims its redbush beverage is caffeine free and full of antioxidants, it adds that drinking the tea can contribute towards the recommended daily amount of water suggested by the British Dietetic Association.

[For further information, click here](http://www.talkingretail.com/products/7681/Tetley-showcases-Redbush-in-1m.ehtml)

Isklar brings Norwegian water to the UK

Date: Thu, 06 Dec 07

Story Text

A new brand of mineral water is to be launched in the UK next year.

Isklar is to bring its premium range of natural mineral water over to the UK from Norway following a 200-year gap after it was last seen in the country, Talking Retail reports.

The water comes from a 6000-year-old glacier in the Hardanger region and is the first Norwegian mineral water product to be sold in the UK.

Chief executive of the firm Peter Krogh commented that consumers are likely to enjoy the launch of the product.

He told the publication: "The brand positioning, identity and packaging that we have developed for the launch of Isklar in 2008, encapsulates the mystery, purity and spirit of the Isklar world and we know from extensive research that consumers in the UK are looking forward to its return!"

The Hardanger region is located in the west of Norway and features the Hardangerfjord.

[For further information, click here](http://www.talkingretail.com/products/7682/Isklar-Norwegian-Glacial-miner.ehtml)

Wyke Farms adds unsalted butter to range

Date: Thu, 06 Dec 07

Story Text

Unsalted Farmhouse Butter is the latest product to come from Wyke Farms, the dairy product makers.

The butter will be sold alongside its Truly Scrumptious Lightly Salted Farmhouse Butter from the beginning of next year, Talking Retail reports.

Richard Clothier, managing director of the company, stated that consumers are now looking towards quality foods.

Scepticism about manufactured spreads is increasing as consumers question how their food is produced," he noted.

"We see this unsalted butter as an opportunity for chefs and bakers to get provenance into their menus so that their consumers can be confident that the ingredients come from the best farms in Somerset," he said to the news source.

He added that the company has been making award-winning butter for over a century.

Wyke Farms also sells a range of cheddar cheese, which it says is suitable for vegetarians and is GM free.

For further information, click here

New flavours added to Mrs Crimble's

Date: Thu, 06 Dec 07

Story Text

Mrs Crimble's has announced two new flavours to its Bakewell slices, it has emerged.

The company is adding Country slices and Lemon and Coconut slices to its existing Bakewell slice line, Talking Retail reports.

Mrs Crimble's specialises in gluten and wheat-free products, which the two new additions boast, however they are also dairy-free.

Jeremy Woods, the managing director of the company said that there had been a specific strategy to aid the firm's growth.

"By focussing on one key growth category and understanding existing and emerging key trends or our consumers we have been able to transform the company into the UK's fastest-growing cake and biscuit company," he told the publication.

The Country slices are made from fruitcake filled with sultanas and sprinkled with sugar, while the Lemon and Coconut slices feature a sponge base, a lemon jam filling and lemon-

glazed pieces for the topping.

Mrs Crimble's also produces rice cakes, macaroons, muffins, cookies and loaf cake.

[For further information, click here](http://www.talkingretail.com/products/7684/Mrs-Crimbles-adds-Lemon-Cocon.ehtml)

New environmentally-friendly design for Coca-Cola bottle

Date: Thu, 06 Dec 07

Story Text

The Coca-Cola bottle has changed shape in a bid to reduce the impact producing the bottle has on the environment.

Now smaller but slightly wider, the iconic Coca-Cola bottle has been redesigned so that it has shed 20 per cent of its weight.

The makeover means less glass will be used in the production of each bottle.

Coca-Cola supply chain project manager Gareth Snowdon remarked on the firm's commitment to the environment.

"We are so committed that we're even adapting our most precious asset, the glass Coca-Cola Contour Bottle," he told the publication.

He said the design allowed the company to keep the bottle's famous shape, while also "significantly reducing its weight".

First created in 1916, the bottle was redesigned using software that allowed the lightest possible weight to be achieved without compromising on strength.

Yesterday, the firm announced that it is to bring out innovative ideas in 2008, starting with a football-themed on-pack promotion. Talking Retail reported.

[For further information, click here](http://www.talkingretail.com/products/7685/Coke-bottle-sheds-weight-in-en.ehtml)

Dietary supplements can 'help those unable to eat varied diet'

Date: Wed, 05 Dec 07

Story Text

For those who are unable to eat a varied diet dietary supplements can help, an expert has said.

The Health Supplements Information Service (HSIS) has said that many people may struggle to eat a balanced diet due to a busy lifestyle.

Thus they should choose between taking supplements or altering their diet or lifestyle to ensure they get all the necessary vitamins they need.

A spokesperson for the organisation said that they are not an "instant fix" as the body requires a regular intake of nutrients.

"If you are someone who, for some reason, is unable to regularly eat a varied diet, then dietary supplements should be part of a regular and long-term routine," she stated.

She added that people who have well-balanced diets may not need to take extra dietary supplements.

The BBC reported earlier this year that researchers at the Australian National University and the University of Helsinki discovered that an increased intake could reduce the duration of a cold by eight per cent in adults.

However, they concluded the benefits of taking it on a daily basis were insignificant.

[For further information, click here](http://news.bbc.co.uk/1/hi/health/6901405.stm)

Climate change creates 'new opportunities'

Date: Wed, 05 Dec 07

Story Text

Climate change could provide local food producers with great opportunities, it has been suggested .

As reported by Farmers Weekly, the consumer trend for locally-sourced produce is one that will benefit UK producers, the former environment minister John Gummer and BBC broadcaster John Humphreys have asserted.

The pair were speaking at Royal Agricultural College's Contribution to the Quality of Life conference, where they aired their views on the environmental issues.

Mr Gummer commented on the frail nature of global food supplies: "We only need one occurrence of the drought or deluge climate change creates for global food supplies to be affected."

The publication reported him as saying: "People are beginning to realise local food is important, but people are in for an easy life so we need to make it easier and cheaper for people to be go."

Research by the Cooperative recently discovered that the ethical food and drink market is experiencing strong growth.

[For further information, click here](http://www.fwi.co.uk/Articles/2007/12/05/108660/climate-change-offers-)

[local-food-potential.html](#)">For further information, click here

Cadbury to introduce winter ice cream flavours

Date: Wed, 05 Dec 07

Story Text

Cadbury is to introduce a new range of ice cream flavours for the winter season, it has emerged.

Fredericks Dairies holds the licence for Cadbury ice creams and plans to introduce a new Cadbury Dairy Milk Buttons cone, Talking Retail reports.

Furthermore, a number of twist cones are also set to be introduced.

Sales and marketing director at Fredericks Dairies David Taylor remarked on the company's commitment to its customers.

"The new Cadbury launches demonstrate our commitment to providing high-quality products to meet consumer demand for exciting and indulgent products," he told the news source.

Chocolate, Chocolate & Fudge and Chocolate & Mint will be the three flavours of the twist cones, while the new Dairy Milk Buttons offering will be sold in four-packs for Â£1.

It was recently reported by Talking Retail that the firm is to introduce a new retro-themed on-pack marketing campaign for its Mini Rolls product.

<http://www.talkingretail.com/products/7661/New-Cadbury-ice-cream-range-fo.ehtml>">For further information, click here

Coca-Cola to capitalise on New Year trends

Date: Wed, 05 Dec 07

Story Text

Coca-Cola is to launch a new initiative in the new year, which it says is a great time to introduce innovative ideas.

According to Talking Retail, the company is to bring out a football-themed on-pack promotion in January.

Consumers could win Â£1,000, signed football shirts by Wayne Rooney or even Â£25,000 for their favourite club to buy a top youth player.

Martin Sampson, breakthrough development controller for Coca-Cola Enterprises,

commented that development of talented football players in the UK is essential for the sport.

"We also know that January is a great time to launch new initiatives," he told the news source.

"The potential for retailers to boost soft drinks sales in-store increases with 5.7 million adults having an alcohol free January following the indulgences of Christmas and New Year," he added

Talking Retail recently reported on Coca-Cola's intention to drive innovation in 2008.

[For further information, click here](http://www.talkingretail.com/products/7662/Coca-Cola-football-promotion-k.html)

McVitie's unveils festive makeover

Date: Wed, 05 Dec 07

Story Text

McVitie's has unveiled a new range of packaging designs for a many of its cake products.

Launched in the run-up to Christmas the packaging has a festive theme and was designed by Chilli, Talking Retail reports.

Jamaica Ginger and Christmas Heat to Treat, with brandy sauce filling, are to of the products to have been given the new look.

David Whittle of Chilli commented on the excitement surrounding the opportunity.

"We were excited to have a chance to create a distinctive Christmas look for a brand with such a strong market presence as McVitie's - a real household favourite," he told the publication.

He added that the new design was sure to create prominence for the brand during Christmas.

McVitie's has also launched a Christmas Irish Cream Truffle Bars as seasonal specials.

United Biscuits owns McVitie's, along with Hula Hoops, Skips and Jacobs.

[For further information, click here](http://www.talkingretail.com/products/7667/Festive-flavour-for-McVities-p.html)

Hibiscus for the heart

Date: Wed, 05 Dec 07

Story Text

A new way to enjoy champagne has been suggested by one company.

According to Porter Foods, the Heavenly Hibiscus Champagne Cocktail is the perfect romantic drink to sip during next year's Valentine's Day celebrations.

The firm has introduced a recipe that uses champagne and adds to it Wild Hibiscus Rosella Flowers, which it says will produce a drink bursting with flavour.

Furthermore, the firm recommended a drop of crimson syrup to achieve a darker colour.

Chairman of Porter Foods Michael Patton commented that the idea is simple and not expensive.

"The Heavenly Hibiscus Champagne Cocktail will make Valentine's a night to remember, without breaking the bank, as a pre-dinner drink or served alongside a home-cooked meal for two," he said.

Porter Foods distributes a range of specialist foods including sauces, truffles, oils and dressings, cereals, cheese accompaniments, organic rice, Thai sauces and pastes and pesto.

<a

href="http://www.responsesource.com/releases/rel_display.php?relid=35583&hilite="

>For further information, click here

Werther's announces sugar-free offering

Date: Tue, 04 Dec 07

Story Text

A new sugar-free Werther's Original option is to be launched onto the market by parent company Bendicks.

Bendicks has noted that the new product will contain fewer calories without losing its creamy taste, as well as being suitable for diabetics, Talking Retail reports.

The trade marketing manager of Bendicks Gabrielle Bond commented that this is the first in a line of new developments the company has planned.

"This is the first of a number of exciting initiatives we are launching in what is going to be a fantastic year for the brand in 2008," she said.

"The sugar-free variant will meet the demands of new and loyal consumers," she added.

According to Ms Bond, the product will capitalise on consumers who are keen to look

after their waistlines after an indulgent festive period.

Bendicks also produces chocolates of the same name as well as the Mingles line of sweet treats.

[For further information, click here](http://www.talkingretail.com/products/7660/New-sugar-free-variant-for-Wer.ehtml)

Consumers could be 'dining out more over Christmas'

Date: Tue, 04 Dec 07

Story Text

Consumers could be dining out more if they follow advice from a consumer watchdog.

Which? has issued advice to food lovers urging them to take advantage of the Christmas meal bargains to be had around the festive period.

According to the organisation's Good Food Guide, it may be a good idea to dine out this Christmas as rising food costs has meant a traditional festive dinner could cost as much as Â£16 a head.

Editor of The Good Food Guide Elizabeth Carter said that eating out will still be more expensive, but it could be worth it.

"It might cost a little bit more, but you'll save yourself some shopping, cooking and washing up and have more time for family, friends and festivities," she remarked.

The guide noted that set price menus offer good deals, with some three-course meals costing as little as Â£17.95 each.

Yesterday, the Telegraph reported that goose fat could be in short supply this winter following outbreaks of avian flu across Europe.

[For further information, click here](http://www.which.co.uk/reports_and_campaigns/food_and_drink/reports/taste_tests/Christmas_restaurants_news_article_557_126785.jsp)

Honey 'beats cough medicines'

Date: Tue, 04 Dec 07

Story Text

Honey could help children with coughs if given to them before they go to bed, a new study has revealed.

According to a team of researchers at the Pennsylvania State College of Medicine, one teaspoon of honey before bedtime can ease coughs and help children to sleep.

The small amount of buckwheat honey was even found to be better than cold medications.

Dr Ian Paul, paediatrician, researcher and associate professor of paediatrics at the college and Pennsylvania State Children's Hospital, commented that it is a natural option for parents to give to their children.

"Our study adds to the growing literature questioning the use of DM [dextromethorphan] in children, but it also offers a legitimate and safe alternative for physicians and parents," he said.

The honey was given to children aged between two and 18, as well as honey-flavoured DM so that results could be compared.

Honey is not recommended by the Food Standards Agency for children under the age of one.

[For further information, click here](http://www.foxnews.com/story/0,2933,314805,00.html)

Jelly babies voted 'childhood favourites'

Date: Tue, 04 Dec 07

Story Text

Jelly babies have topped a poll of the nation's favourite childhood sweets.

Beating off competition from flying saucers, wine gums, chocolate limes and chocolate eclairs, the confectionary was named number one in a poll on nostalgic treats by sweet makers Taveners, Food and Drink Towers reports.

Jelly babies were voted favourites by a fifth of adults questioned by the company.

Helen Sears from Taveners commented that the sweet has had staying power in the confectionary industry.

"Jelly babies are a national institution. Many of us associate the colour, taste and smell of them with happy childhood memories. After 90 years, they're still hugely popular today," she said.

Out of the 1,000 adults surveyed by the firm, 40 per cent admitted to spending half their pocket money on sweet treats when they were children.

Bassett's jelly babies were launched as peace babies at the end of World War I.

For further information, click here

Junk food ad bill proposed

Date: Tue, 04 Dec 07

Story Text

A ban on junk food ads before 9pm could still be implemented after renewed vigour has been seen in the campaign following the proposal of a new bill.

Labour MP Nigel Griffiths has proposed The Promotion of Food to Children Bill and it will get its first reading in parliament tomorrow, the Guardian reports.

"There is no single solution to childhood obesity but tougher restrictions on the way unhealthy foods are marketed to children are essential," he told the news source.

A junk food advertisement watershed will help parents "find it easier to encourage healthy eating", he said.

The National Consumer Council and Cancer Research UK are among the bill's supporters.

Furthermore, consumer watchdog Which? is also backing the bill, which follows findings from the group that many children are exposed to junk food advertising during programmes that have a high number of young viewers, such as X Factor.

For further information, click here

Festive marketing drive promotes Welsh lamb

Date: Tue, 04 Dec 07

Story Text

Welsh lamb and beef is being promoted as part of a marketing campaign by Hybu Cig Cymru-Meat Promotion Wales (HCC).

The body has launched a new collection of recipes using Welsh meat which have been suggested as an alternative to traditional Christmas foods during the run-up to the festive period.

Graham Titchener, the customer executive at HCC, commented that the marketing will target those who like to try new dishes.

"Consumers are always eager to try something new during the festive period and this recipe leaflet has something to suit all tastes," he remarked.

The recipe booklet will contain ideas such as Welsh lamb racks stuffed with lamb, leeks cranberry and pistachios, Welsh rib-eye steak with Clementine and black pepper butter and festive Welsh lamb curry.

This latest promotional drive follows a Welsh lamb advertising campaign in November that was aired in cinemas across the UK.

For further information, click here