

Food and Drink Innovation Network Report

Date

[Health and wellness ingredient demand continuing](#)

[Two new exotic Kahlua flavours developed](#)

[New oxo-degradable polystyrene foam food containers developed](#)

[Sunsweet celebrates 90 years of food innovation](#)

[Cheese summit to look at challenges and opportunities](#)

[General Mills launches Worldwide Innovation Network](#)

[Northern Ireland firm wins innovation award](#)

[Innovation leads to changes in bread pricing](#)

[Guayaki launches organic drinks range](#)

[Manufacturers struggling with packaging innovation](#)

[M&S introduces air-freight labels](#)

[New report identifies top emerging opportunities](#)

[Extra large olives tried for size](#)

[Flavor Tops caps win innovation award](#)

[Bolton schools set for fresh food overhaul](#)

[Smoking ban to boost urban pub dining](#)

[Industry spies scope for offal](#)

[Restaurant offers gourmet cooking for kids](#)

[Scientists plan onion makeover](#)

[Superchilling method to boost profitability](#)

[TurboChef to launch world's fastest conveyor oven](#)

[Ready filled wine glasses to be launched in the summer](#)

[Innovative retort cooking wins award](#)

[Engineering graduate creates beer-launching fridge](#)

[Vindaloo cheddar 'knocks your socks off'](#)

Health and wellness ingredient demand continuing

Date: Mon, 19 Mar 07

Story Text

There is a growing market for the development of food and drink ingredients that contribute to health and wellness, but companies need to guard against consumer confusion and safeguard credibility, a new report suggests.

The report, *Ingredients Affecting Health and Wellness: Innovations and Trends to Watch in 2007*, from market research company Report Buyer, suggests the consumer demand for "functional foods" that contribute to a healthy lifestyle provides significant opportunities for the food industry.

Foods containing Omega-3 fatty acids and antioxidants are identified in the report as typical of the trend, and it asserts the market can be developed using both common and exotic ingredients.

In addition to sourcing appropriate ingredients, there are also other challenges to be overcome if the industry is to fully exploit the health and wellness trend.

There are marketing challenges from both a credibility and regulatory standpoint, and the report also identifies consumer confusion as a potential pitfall of the trend.

Also contained in the report are forecasts as to what the most in-demand ingredients of the coming year.

[Click here for more information.](http://www.newswiretoday.com/news/15385/)

Two new exotic Kahlua flavours developed

Date: Fri, 16 Mar 07

Story Text

Drinks manufacturer Malibu-Kahlua has launched two new flavours of the coffee flavoured Kahlua drink onto the American market.

The new French Vanilla and Hazelnut flavours will be sold in the US from May of this year and will be extended to other markets in the autumn.

French company Pernod Ricard has owned Malibu-Kahlua since 2005 and the innovation is the most significant change to the brand in the last ten years.

"The French Vanilla and Hazelnut flavours are the perfect indulgent complements to Kahlua's rich coffee flavour," said Cyril Claquin, senior vice president, Global Marketing & Sales, Malibu-Kahlua International.

"French Vanilla and Hazelnut flavours consistently rank as favourites among our consumers, and we are confident that they will enjoy indulging in these two new exotics."

The company plans to market the flavours with a television advertising campaign, a consumer sweepstake and a campaign featuring Ted Allen, the food and wine expert.

It follows in the wake of the vodka industry's success in introducing flavoured variants to the mainstream spirit market.

Further information: <http://www.pr-inside.com/kahlua-r-announces-the-debut-of-two-r67030.htm>

New oxo-degradable polystyrene foam food containers developed

Date: Fri, 16 Mar 07

Story Text

Packaging producers Cascades have launched a new container line that degrades within three years.

Traditional polystyrene containers take around 100 years to break down, but this new solutions, is made from oxo-degradable polystyrene foam.

Totally Degradable Plastic Additives (TDPAs) are added to the base polystyrene resin which speeds the oxidative degradation.

When oxygen, heat, UV radiation or mechanical stress are directed at the container, it breaks down to a powder which can be digested by micro-organisms.

Mario Plourde, president of Cascades Specialty Products Group (SPG) said: "Bioxo(TM) is the culmination of extensive research, a lengthy development process and exhaustive testing to confirm the product's performance."

The Canadian Food Inspection Agency and the American Food and Drug Administration have approved the product for use with food and are satisfied that it causes no risk to health, the company explains.

Canadian firm EPI developed the TDPAs, but Cascades owns the rights to this environmentally friendly packaging innovation.

Further information: <http://www.cnw.ca/fr/releases/archive/March2007/15/c2864.html>

Sunsweet celebrates 90 years of food innovation

Date: Fri, 16 Mar 07

Story Text

Dried fruit company Sunsweet Growers is looking back over 90 years of product innovation in the dried fruit industry.

When the company was established, in 1917, it marketed the first pitted prunes and the sweet fruit essence prunes.

However, their latest innovation is an individually wrapped dried prune product that consumers on the go can grab quickly.

It is a healthy alternative to many other instant food solutions, but does create extra waste packaging.

"For 90 years we've provided consumers with great tasting and high-quality products," said Steve Harris, vice president of marketing at Sunsweet.

"Today, health and nutrition issues are on the forefront of consumers' minds and we are meeting this demand for delicious, nutritious snacks and beverages with new products such as Sunsweet Ones(TM) and PlumSmart(TM) juice."

Sunsweet provides on third of the world's dried plums and processes more than 50,000 tonnes of plums every year.

The company recently released PlumSmart,Â® a prune juice that cares for the digestive system and PlumSweets, chocolate coated prunes.

Cheese summit to look at challenges and opportunities

Date: Fri, 16 Mar 07

Story Text

Dairy UK, the industry body representing dairy organisations, is hosting a summit to look into the future of the British cheese industry on May 1st.

Delegates from the cheese industry will discuss the challenges and opportunities presented to the dairy industry over the next decade.

The conference will examine the potential for overseas trading with new markets in the Far East.

However, Jim Begg, Director General of Dairy UK, said that there are serious challenges facing the cheese industry and dairy professions need to work together to find innovative solutions.

"That is why we are holding the special one-day conference, where the opportunities can be promoted and the truth about the nutritional contribution of cheese to a healthy diet, based on scientific fact, can be spelt out," he explained.

"Our hope is that the legislators in the invited audience will listen to the strength of the case for cheese."

Questions raised by new food labelling regulations could pose challenges to cheese if officials class it as junk food.

Ofcom recently banned the advertising of cheese products to children, stating that cheese has high fat and salt levels.

Further information: <http://www.dairyuk.org/pdf/pr120307cheesesummit.pdf>

General Mills launches Worldwide Innovation Network

Date: Fri, 16 Mar 07

Story Text

Global food business General Mills is hoping to promote innovation in the industry with the launch of its Worldwide Innovation Network (WIN).

Not content to launch around 300 new products every year, General Mills is looking to drive food development by formalising the way its deals with partners in product development, Manufacturer reports.

Comparing the food industry to partnerships in biotechnology and pharmaceuticals, General Mills director of external innovation Jeff Bellairs said those industries are "much more dynamic in reaching out to find collaborators.

On increasing innovation at General Mills, Mr Bellairs said: "That could be a new process, package or product. It's all about seeking external relationships, building this and building new things we can plug into the product pipeline."

Public relations manager Kirstie Foster added that the scale and credibility of the General Mills brand can help their partners' business plans to take off.

General Mills brands include Pilsbury, Green Giant, Yoplait and Betty Crocker.

[Click here for more information.](http://www.themanufacturer.com/us/content/5260/Need_innovation%3F_Be_approachable?zhl=true)

Northern Ireland firm wins innovation award

Date: Fri, 16 Mar 07

Story Text

A business from Northern Ireland has claimed an innovation award at the International food Exhibition show in London, it has been revealed.

Martin and Tracey Hamilton, who have been producing vegetables from a farm in County Down for 20 years but only set up Mash Direct in 2004, will pick up the award next week when the ceremony is held from March 18th to March 21st.

The firm's Red Cabbage Beetroot steam cooked product was chosen to be showcased at the event, the Belfast Telegraph has reported.

What makes the Red Cabbage and Beetroot product innovative is the unexpectedness of this vegetable combination; the blend of texture and natural flavour," said managing director Mr Hamilton, speaking to the paper.

The award was "a marvellous endorsement of the quality of our products and the dedication to customer-focused fresh thinking which drives the team at Mash Direct," added Maynard Mawhinney, director of food at Invest NI.

The International Food Exhibition is the UK's largest such event and features five separate sections dedicated to new products.

[For further information, click here](http://www.belfasttelegraph.co.uk/business/article2360169.ece)

Innovation leads to changes in bread pricing

Date: Fri, 16 Mar 07

Story Text

New products in the bread industry are allowing premium, freshly baked bread to compete with sliced products on price, it has been claimed.

A BBC report on the changing nature of the bread industry found that fresh bread is now often as cheap, or cheaper than, its sliced sibling.

Part of the reason for the change are new products such as Warburtons seeded batch, which costs Â£1.50 â€“ twice as much as some premium loaves â€“ the report reveals.

"It completely blew out of the water any belief that the consumers would only buy bread if it was cheap and the reason it sold was down to the fact that it over-delivered on expectations," said Warburtons chairman Jonathan Warburton, speaking to the BBC.

The investigation also revealed that pre-mixing experiments in Sainsbury's stores had been abandoned in favour of once again making the entire loaf in-store.

This week Warburtons announced that it was to launch a series of initiatives encouraging bread lovers to snack outdoors ahead of National Bread Week, which will take place from May 7th to May 13th.

[For further information, click here](http://news.bbc.co.uk/1/hi/business/6441577.stm)

Guayaki launches organic drinks range

Date: Fri, 16 Mar 07

Story Text

Guayaki has launched three new innovative organic drinks which celebrate the South American rainforest tradition of creating healthy, nutritious beverages.

The new functional drinks form part of a range dubbed the Organic Yerba Mate Fusions and consist of Pure Endurance, Pure Mind and Pure Passion.

The drinks contain infusions of yerba mate, as well as medicinal herbs used in ancient cultures.

Following centuries of use among the herbalists in Paraguay, the stimulants and nutrients of the yerba mate are mixed with organic fruit juices to create the functional drinks.

David Karr, co-founder of Guayaki, told [foodingredientsfirst.com](http://www.foodingredientsfirst.com): "The Guayaki 'bevolution' is liberating active people from their tiny cans full of sugar, caffeine and synthetic concoctions that can actually deplete them of nutrients and cause a crash and burn.

"Our new premium bottled beverages are the first organic functional drinks that provide a boost and feed the mind and body â€“ yet they are low in sugar and calories."

He added: "The unique combination of complete nutrition and balanced stimulation make yerba mate the healthiest source of energy on the planet."

[Click here for further information](http://www.foodingredientsfirst.com/newsmaker_article.asp?idNewsMaker=13525&fSite=AO545&next=1)

Manufacturers struggling with packaging innovation

Date: Fri, 16 Mar 07

Story Text

Food manufacturers are struggling to adapt their packaging lines from the traditional purpose-built, high-volume model to adopt new innovation, says a report.

In particular, they have difficulties adapting to new packaging concepts built around the ability to quickly change a smaller line, for instance one or more times per shift.

The new model offers manufacturers the ability to switch between a range of sizes and styles of packaging for one product, using the same equipment, said Food Ingredients First.

The latest bespoke lines offer computer management able to adapt from packaging sizes between small retail and large wholesale and continuous-motion bag filling.

Productivity can be significantly raised with the ability to slash switch-over times, as well as adaptability to help cope with changing market demands.

Click here for further information

Summary Text

Food manufacturers are struggling to adapt their packaging lines from the traditional purpose-built, high-volume model to adopt new innovation, says a report

M&S introduces air-freight labels

Date: Thu, 15 Mar 07

Story Text

Marks & Spencer (M&S) has announced it is to begin labelling its food products that have been air-freighted.

The action forms part of the retailer's Â£200 million Plan A project and will include an aeroplane symbol, stating that the products have been air freighted, on the food packaging.

Around 20 M&S products, including strawberries and mange tout, will include the symbol.

Commenting on the move, Guy Farrant, director of food at M&S, said: "Our customers want to know more about how food is transported to the UK.

"We already label our food with its country of origin and, in many cases, we also include the name of the farmer on pack."

M&S hopes that by the end of 2007, more than 150 of its produce lines will have the air freight label.

Click here for further information

New report identifies top emerging opportunities

Date: Thu, 15 Mar 07

Story Text

The top ten food and ingredient companies have been identified by a Business Insights report, alongside the latest in current thinking in innovation and growth strategies.

Among the report's headline findings is the growth of Kerry's research budget to £124.7 million, or 2.8 per cent of total revenues and 4.1 per cent of ingredients revenues.

The texturant, sweeteners and functional ingredients market is estimated to be worth £6.8 billion – seven per cent of which is accounted for by a single company, Tate & Lyle.

The company intends to expand its market share to 14 per cent within the next five to seven years.

Personalised nutrition is expected to be the key trend for long-term growth, with two of the top-ten ingredients firms, DSM and BASF, already putting it at the centre of strategy.

The report also compares the top ten companies of market share, strategy and approach to innovation.

[Click here for more information](http://www.reportlinker.com/p046271/top-10-ingredient-companies.html)

Extra large olives tried for size

Date: Thu, 15 Mar 07

Story Text

Waitrose will soon be offering an olive which is guaranteed to be better at tackling hunger than the usual tiny offerings.

From May, snackers will be able to enjoy a super-sized olive which weighs up to three times as much as a regular olive.

The launch marks the first time the Bella di Cerignola olive, a smooth, sweet-tasting fruit grown in the Apulia region of Italy for centuries, will be available on the UK market.

David Stone, delicatessen buyer at Waitrose, revealed that picking the perfect over-sized olive had been something of a challenge.

"We spent a great deal of time working with the producers in Italy to ensure the best variety was sourced," he revealed.

"We are delighted we have been able to revive this 15th century classic, giving our shoppers the first opportunity to savour the giant olive."

The supermarket is currently busy promoting the virtues of Fair Trade and was associated with the Country Living Magazine and Farmers Guardian symposium on the subject yesterday (March 14th).

Waitrose managing director Steven Esom commented: "I believe the future of farming is about securing strong relationships between retailers and suppliers - and essential to this is mutual appreciation and an eye on future sustainability rather than short-term competition."

Click here for further information

Flavor Tops caps win innovation award

Date: Wed, 14 Mar 07

Story Text

Flavor Tops are the latest innovation to hit the bottled drinks industry, receiving the accolade of 'Next big thing' in the drinks business from Global Soft Drinks Congress.

Fortune magazine named the design Innovation of the Week and last year the product won the International Best Closure Design Award.

The caps are small bottle tops with a compartment that can be screwed onto any drinks bottle.

Capsules can contain both flavouring and nutritional supplements, as well as alcohol and power additives or medicine to any drink with a twist of the bottle.

Flavor Top was financed and promoted by the Innotation Fund, an organisation that develops innovative products.

Partner in the Innovation Fund, Barbara Carver said: "I received great interest in our caps from the major multi-national companies including PepsiCo and Schweppes/Cadbury."

She continued: "It is easier to carry around your favourite flavour and type of drink enhancement in a cap and then just screw them onto any bottle, than it is to carry around the bottle!"

The new, patented bottle tops will be launched later in 2007 and have already been licensed for certain applications.

Further information: <http://www.innfund.com/index.html>

Bolton schools set for fresh food overhaul

Date: Wed, 14 Mar 07

Story Text

Over Â£500,000 is being provided to help improve the standard of school meals in schools in Bolton, with children set to benefit from a series of innovative dishes as a result.

The scheme, following on from a Jamie Oliver-inspired healthy eating campaign, will provide for an increase in the amount spent on ingredients in the schools, rising from 48p to 70p.

Over a quarter of four and five-year-olds and almost a third of ten and 11-year olds in Bolton are currently overweight, the This Is Lancashire website reports.

But now pupils will be able to indulge in healthier options, with salmon and celery fishcakes, lamb kofta and sticky chicken among the options being considered, the online paper reveals.

"We want to be even more innovative with the menus in the future and we need to get mums and dads on board to help us promote healthy eating for their children at home as well as at school," said catering and training officer for the school meals service in Bolton Jane Barber,

speaking to the website.

For further information, click here

Smoking ban to boost urban pub dining

Date: Wed, 14 Mar 07

Story Text

The planned smoking ban will be a welcome boost to the urban pub dining industry, with more Britons planning to eat out when the new laws come into force.

Some 75 per cent of 25 to 35-year-olds polled in a survey by consumer analyst CACI said that they would be eating out regularly in pubs once the ban takes effect.

It is expected that urban dining will see a five per cent boost after the ban, but pub dining will go down by two per cent overall, with smokers choosing not to go to the pub for dinner if they cannot have a cigarette.

The study also showed that nearly a third of young Brits will be eating out more than three times a month once the smoking bans comes into effect – up from 17 per cent before the ban.

"There are challenging times ahead for pub operators and it will be vitally important for owners to carefully review their estates and improve understanding of their local consumers," said CACI's head of location analysis Ian Thurman.

He added: "The operators who identify the pubs with increased potential following the ban will see good returns on their investments."

Click here for further information

Industry spies scope for offal

Date: Wed, 14 Mar 07

Story Text

Food industry analysts believe that there are opportunities for better returns to be achieved from beef and lamb offal.

The English Beef and Lamb Executive's (Eblex) offals working group has published an analysis of market opportunities, following concerns that the UK industry is failing to profit from offal sales.

Edible offal accounted for just 3.6 per cent of fresh and frozen red meat sales in England last year, according to FarmingUK, and there are particular concerns that the vast majority of offal consumers tend to be over the age of 45.

Eblex chief executive Richard Ali is confident that the study has uncovered "an attractive market both at home and abroad" for offal and said that the group would be working with independent butchers "on imaginative ways of encouraging more consumers to prepare dishes based round

these valuable products".

The group has also highlighted the packing and presentation of offal, in addition to the logistics around cost reduction, as a particular area that needs to be addressed, and Mr Ali insisted that the work was "absolutely vital to the sustainability of the sector".

[Click here for further information](http://www.farminguk.com/bsp/10130/ews.asp?DBID=103-281-013-075&iPage=1&id=5523)

Restaurant offers gourmet cooking for kids

Date: Tue, 13 Mar 07

Story Text

A restaurant in Scotland has begun to offer gourmet menus to children in an innovative new scheme cooked up by its owner.

The Stockbridge Restaurant in Edinburgh has started serving the likes of venison casserole, organic Shetland salmon and espresso of sweetcorn soup, the Daily Record reports.

The special lunches are served on the first Sunday of every month, costing Â£6.95 per head, and were the brainchild of co-owner Jane Walker.

"The menu includes five small courses and, with children in mind, we keep the dishes healthy and use less salt," Ms Walker told the newspaper.

"Five courses seems a lot but the portions are small and it keeps tots entertained while mums and dads are waiting for their lunch and enjoying a glass of wine," she added.

The salmon on sale at the restaurant will be contributing to sales figures released last week, which revealed that salmon farming generated almost Â£200 million a year for Scottish businesses.

[For further information, click here](http://www.dailyrecord.co.uk/news/tm_headline=kids-tuck-into-tot-cuisine--%26method=full%26objectid=18739425%26siteid=66633-name_page.html)

Scientists plan onion makeover

Date: Tue, 13 Mar 07

Story Text

Plant geneticists are planning to give the humble onion a makeover, but fans of the vegetable â€“ ever present in cooking, need not fear as it will be retaining its best bits.

Scientist Michael Havey and his team at the Agricultural Research Service's Vegetable Crops Research Unit in Wisconsin are working to improve the antioxidant and fibre properties of onions, while maintaining its taste.

According to Mr Havey, onions are one of the most important vegetables needed to maintain a healthy body because they include thiosulfinates, fructans and flavonoids â€“ all vital health-promoting compounds.

To conduct the onion makeover, the scientist is aiming to identify which genes are linked to which nutrients.

However, one thing that might slow down the process is the snail pace reproductive cycle of the onion.

Mr Havey says: "It takes two whole years to get a new generation of onions after performing a cross between two plants."

[Click here for further information](http://www.ars.usda.gov/is/pr/2007/070313.htm)

Superchilling method to boost profitability

Date: Tue, 13 Mar 07

Story Text

A new food processing method has been developed which should allow fish and meat to stay fresh for longer.

The new method, called superchilling, has been developed by scientists at Sintef Energy Research in Norway and involves cooling fresh fish or meat products to one or two degrees below zero.

According to lead researcher Anne Karin Torstveit Hemmingsen, salmon fillets treated in this way have been shown to stay fresh for four to five days longer, while the shelf life of pork chops can be extended by up to 26 days.

The amount of ice used in the process is so low that, according to the researcher, the resulting products taste as good as fresh food.

"The process results in what is known as 'shell freezing'. Superchilling also makes it less likely that the products will disintegrate during the production and packing processes," she told Germany's Innovations Report.

Superchilling research is part of an extensive project which is currently underway in Norway to find ways of making food processing more profitable.

It should enable the country to export fresh fish to European markets at much lower cost, as containers will no longer need to be packed with ice and the transport vehicles will therefore have space to carry more fish.

[Click here for further information](http://www.innovations-report.de/html/berichte/medizin_gesundheit/bericht-80560.html)

TurboChef to launch world's fastest conveyor oven

Date: Mon, 12 Mar 07

Story Text

Cooking equipment manufacturer TurboChef is launching what it believes to be the world's fastest conveyor oven.

The HhC3240 will be on display at the International Pizza Expo 2007 in Las Vegas this month.

The oven can cook pizzas within three and a half minutes, which is estimated to be 20 per cent faster than the speed of any other oven commercially available.

Yet the new design does not require a larger space for operation and is about half the size of the closest competing oven, TurboChef claims.

According to a company announcement, the speed of cooking is due to a "smoother" airflow and an engineered nozzle design, which creates the high heat transfer rates.

"The new HhC3240 conveyor oven is our answer to the need for a smaller, more energy efficient footprint for cooking applications that still need high capacity output," says Jim Price, CEO of TurboChef.

It has a small footprint, aimed at minimising energy loss and high HVAC needs and the design will have implications for both the fast food and restaurant industry, as well as pizza manufacturers.

Pizza Equipment Supply Inc. (PESI) recently launched an oven that could cook a pizza in four and a half minutes.

Further information:
<http://digital50.com/news/items/BW/2001/07/14/20070312005644/turbochef-to-unveil-fastest-conveyor-oven.html>

Ready filled wine glasses to be launched in the summer

Date: Mon, 12 Mar 07

Story Text

This summer, Al Fresco Wines will launch a new range of pre-filled wine glasses aimed at the picnic market and the catering industry.

Each wine glass is filled with wine in the UK and then sealed with foil so that all the consumer needs to do is pull back the lid and sip.

Plastic packaging limits the likelihood of dangerous accidents at outdoor events and the glasses are easily transported in bulk.

The glasses, known as the Tulipa, will be priced at around £3.75 for a pair and will initially come with a choice of a southern Australian Shiraz or chardonnay or a Trencherman rosé.

Trade magazine The Grocer reported that the company spent around £500,000 developing this innovative packaging solution.

James Nash, the company's director said: "The Tulipa will help wine lovers to enjoy wine anywhere that glass is not welcome and helps retailers to match wine with a greater range of drinking opportunities."

Time taken to serve beverages should be greatly reduced, the company claims, allowing a faster turnover of customers at busy event bars.

Further information: : http://www.guardian.co.uk/uk_news/story/0,,2031691,00.html

Innovative retort cooking wins award

Date: Mon, 12 Mar 07

Story Text

A company from Yorkshire has been commended at the British Pig Executive (BPEX) competition following a series of innovative product launches.

Holmerstern foods won the Pork Product of the Year award at the London event for its twice braised Pork Shank with Pea Jus, the meat info website has reported.

Company officials put their success down to cooking techniques that enabled them to create products free from artificial additives.

"The twice braised pork shank is part of our innovative range of retort products that are really taking off in the food service sector," managing director Keith Tindell told the website.

"Retort cooking technology is similar to traditional canning, and allows us to make meals without additives or preservatives. The meals are high-pressure steam cooked in special airtight pouches.

"This type of cooking really suits meats like pork shanks, which improve in flavour and tenderness when cooked at high temperatures for a long time," he added.

Holmersterne was also commended for two other pork products at the event.

This week it was revealed that a BPEX initiative to highlight good quality pork products would see more than 100 million on-pack stickers being displayed in major UK supermarkets.

<http://www.meatinfo.co.uk/articles/28734/BPEX-Pork-product-awarded-to-North-Yorkshire-Co.aspx?categoryid=9046> For further information, click here

Engineering graduate creates beer-launching fridge

Date: Mon, 12 Mar 07

Story Text

An engineering graduate from Atlanta has designed a fridge that will ensure you never have to walk to the kitchen for a refill of your favourite beer again.

Twenty-two-year-old John Cornwall "a recent graduate of Duke University" created the beer-launching fridge, which is sure to be a welcome addition to any beer lover's home.

He writes on his website: "Have you ever gotten up off the couch to get a beer for the umpteenth time and thought, 'What if instead of me going to get the beer, the beer came to me?' Well, that was how I first conceived of the beer-launching fridge."

Controlled by a car remote control, the fridge launches cans across the room when you're ready for your next bevvy, the Guardian reports.

Mr Cornwall is considering creating a limited number of his fridges, thanks to the interest they have already generated.

He adds: "The new launcher would use something similar to a miniature TV remote. It would have buttons to rotate it left, right, fire, and also have 0-9 as programmable angles. I would use a slightly larger mini-fridge so that the magazine would be closer to 20 beers."

Asked about the obvious danger of opening a frothy can of beer that had been thrown across a room, Mr Cornwall insisted that there wasn't a problem. Just use "soft hands" to cradle the can when it catching it, he said.

[Click here for further information](http://www.guardian.co.uk/usa/story/0,,2029878,00.html)

Vindaloo cheddar 'knocks your socks off'

Date: Mon, 12 Mar 07

Story Text

A new vintage cheese, described as a 'vindaloo' cheddar, may soon be available for consumers after proving a hit among connoisseurs.

Made in Yeovil, Somerset, the extreme British cheddar is made from unpasteurised cheese which is matured for two years before it is ready for consumers at \pounds 20 per kilo.

James Montgomery, who makes the cheese, told Life Style Extra that the strong flavour is the result of leaving the enzymes in the cheese for longer.

"It's the enzymes that give it its flavour," he explained. "The milk from our cows is full of good bacteria, and we add bacteria for acidity."

The cheese-maker also revealed that the cheese is kept at the unusually high temperature of 10.5 degrees so that the process is quicker and the cheese tastes stronger.

Mr Montgomery said that you can continue to taste the flavour in your mouth "for a very long time" and described it as "peppery".

"It's more of a warm flavour than a sharp, hot flavour. The basic flavour is a musty nuttiness in the mouth", he revealed.

Fortnum & Mason cheese buyer Megan Longman told the Times that the cheese was "extraordinarily strong and will knock your socks off".

[Click here for further information](http://www.lse.co.uk/ShowStory.asp?story=NI834868E&news_headline=super_strength_cheddar_kicking_up_a_stink)

Food and Drink Innovation Network Report Date

[TurboChef to launch world's fastest conveyor oven](#)

[Ready filled wine glasses to be launched in the summer](#)

[Innovative retort cooking wins award](#)

[Engineering graduate creates beer-launching fridge](#)

[Vindaloo cheddar 'knocks your socks off'](#)

[Rice with human gene supplements given approval](#)

[Soft drink sales continue to fall](#)

[Welsh firm to make Dragon's Den sauce](#)

[Carte D'Or boosts portfolio](#)

[Punch Taverns launches scheme to expand food offering](#)

[Unilever to enter ready meal market](#)

[Health and environment to drive sector growth](#)

[Ethical sales soar during Fairtrade Fortnight](#)

[Plastic bottles to be recycled for food packaging](#)

[Heinz predicts new natural sweetener](#)

[Brown Ale bangers on the menu](#)

[Pasta and sauces market set for growth](#)

[Entrepreneur reveals healthier convenience foods](#)

[Tyson Foods unveils new innovation centre](#)

[The dawn of the super-tomato](#)

[Consumers turn to "animal friendly" food](#)

[Nutraceutical food trends report released](#)

[Rice with human genes approved for production](#)

[Food sector missing out on licensed technical innovation](#)

[Arla to map DNA in dairy bacterium](#)

[General Mills unveils Worldwide Innovation Network](#)

TurboChef to launch world's fastest conveyor oven

Date: Mon, 12 Mar 07

Story Text

Cooking equipment manufacturer TurboChef is launching what it believes to be the world's fastest conveyor oven.

The HhC3240 will be on display at the International Pizza Expo 2007 in Las Vegas this month.

The oven can cook pizzas within three and a half minutes, which is estimated to be 20 per cent faster than the speed of any other oven commercially available.

Yet the new design does not require a larger space for operation and is about half the size of the closest competing oven, TurboChef claims.

According to a company announcement, the speed of cooking is due to a "smoother" airflow and an engineered nozzle design, which creates the high heat transfer rates.

"The new HhC3240 conveyor oven is our answer to the need for a smaller, more energy efficient footprint for cooking applications that still need high capacity output," says Jim Price, CEO of TurboChef.

It has a small footprint, aimed at minimising energy loss and high HVAC needs and the design will have implications for both the fast food and restaurant industry, as well as pizza manufacturers.

Pizza Equipment Supply Inc. (PESI) recently launched an oven that could cook a pizza in four and a half minutes.

Further information:
<http://digital50.com/news/items/BW/2001/07/14/20070312005644/turbochef-to-unveil-fastest-conveyor-oven.html>

Ready filled wine glasses to be launched in the summer

Date: Mon, 12 Mar 07

Story Text

This summer, Al Fresco Wines will launch a new range of pre-filled wine glasses aimed at the picnic market and the catering industry.

Each wine glass is filled with wine in the UK and then sealed with foil so that all the consumer needs to do is pull back the lid and sip.

Plastic packaging limits the likelihood of dangerous accidents at outdoor events and the glasses are easily transported in bulk.

The glasses, known as the Tulipa, will be priced at around £3.75 for a pair and will initially come with a choice of a southern Australian Shiraz or chardonnay or a Trencherman rosé.

Trade magazine The Grocer reported that the company spent around £500,000 developing this innovative packaging solution.

James Nash, the company's director said: "The Tulipa will help wine lovers to enjoy wine anywhere that glass is not welcome and helps retailers to match wine with a greater range of drinking opportunities."

Time taken to serve beverages should be greatly reduced, the company claims, allowing a faster turnover of customers at busy event bars.

Further information: : http://www.guardian.co.uk/uk_news/story/0,,2031691,00.html

Innovative retort cooking wins award

Date: Mon, 12 Mar 07

Story Text

A company from Yorkshire has been commended at the British Pig Executive (BPEX) competition following a series of innovative product launches.

Holmerstern foods won the Pork Product of the Year award at the London event for its twice braised Pork Shank with Pea Jus, the meat info website has reported.

Company officials put their success down to cooking techniques that enabled them to create products free from artificial additives.

"The twice braised pork shank is part of our innovative range of retort products that are really taking off in the food service sector," managing director Keith Tindell told the website.

"Retort cooking technology is similar to traditional canning, and allows us to make meals without additives or preservatives. The meals are high-pressure steam cooked in special airtight pouches.

"This type of cooking really suits meats like pork shanks, which improve in flavour and tenderness when cooked at high temperatures for a long time," he added.

Holmersterne was also commended for two other pork products at the event.

This week it was revealed that a BPEX initiative to highlight good quality pork products would see more than 100 million on-pack stickers being displayed in major UK supermarkets.

<http://www.meatinfo.co.uk/articles/28734/BPEX-Pork-product-awarded-to-North-Yorkshire-Co.aspx?categoryid=9046>>For further information, click here

Engineering graduate creates beer-launching fridge

Date: Mon, 12 Mar 07

Story Text

An engineering graduate from Atlanta has designed a fridge that will ensure you never have to walk to the kitchen for a refill of your favourite beer again.

Twenty-two-year-old John Cornwall "a recent graduate of Duke University" created the beer-launching fridge, which is sure to be a welcome addition to any beer lover's home.

He writes on his website: "Have you ever gotten up off the couch to get a beer for the umpteenth time and thought, 'What if instead of me going to get the beer, the beer came to me?' Well, that was how I first conceived of the beer-launching fridge."

Controlled by a car remote control, the fridge launches cans across the room when you're ready for your next bevvy, the Guardian reports.

Mr Cornwell is considering creating a limited number of his fridges, thanks to the interest they have already generated.

He adds: "The new launcher would use something similar to a miniature TV remote. It would have buttons to rotate it left, right, fire, and also have 0-9 as programmable angles. I would use a slightly larger mini-fridge so that the magazine would be closer to 20 beers."

Asked about the obvious danger of opening a frothy can of beer that had been thrown across a room, Mr Cornwell insisted that there wasn't a problem. Just use "soft hands" to cradle the can when it catching it, he said.

[Click here for further information](http://www.guardian.co.uk/usa/story/0,,2029878,00.html)

Vindaloo cheddar 'knocks your socks off'

Date: Mon, 12 Mar 07

Story Text

A new vintage cheese, described as a 'vindaloo' cheddar, may soon be available for consumers after proving a hit among connoisseurs.

Made in Yeovil, Somerset, the extreme British cheddar is made from unpasteurised cheese which is matured for two years before it is ready for consumers at £20 per kilo.

James Montgomery, who makes the cheese, told Life Style Extra that the strong flavour is the result of leaving the enzymes in the cheese for longer.

"It's the enzymes that give it its flavour," he explained. "The milk from our cows is full of good bacteria, and we add bacteria for acidity."

The cheese-maker also revealed that the cheese is kept at the unusually high temperature of 10.5 degrees so that the process is quicker and the cheese tastes stronger.

Mr Montgomery said that you can continue to taste the flavour in your mouth "for a very long time" and described it as "peppery".

"It's more of a warm flavour than a sharp, hot flavour. The basic flavour is a musty nuttiness in the mouth", he revealed.

Fortnum & Mason cheese buyer Megan Longman told the Times that the cheese was "extraordinarily strong and will knock your socks off".

[Click here for further information](http://www.lse.co.uk/ShowStory.asp?story=NI834868E&news_headline=super_strength_cheddar_kicking_up_a_stink)

Rice with human gene supplements given approval

Date: Fri, 09 Mar 07

Story Text

Human proteins could be implanted in foods for the first time after a Californian company has won preliminary approval to grow rice containing human genes.

The supplemented cereal was created in a laboratory by Ventria Bioscience and the company is now one step closer to being able to grow on 3,000 acres of Kansas land.

The rice contains proteins that are found in human breast milk and saliva, and the company claims that using the proteins to make a variety of foods and beverages could save lives in the third world.

A study sponsored by the company showed that people suffering from diarrhoea-induced dehydration recovered faster if their prescribed fluids contained the proteins.

Critics of the biotech industry have been outraged however, and fear the rice could contaminate the food chain.

Ventria Bioscience chief executive Scott Deeter stated that safety concerns were "based on perception, not reality" and said that the cheaper production costs associated with growing the proteins in plants would result in saving more lives.

[Click here for more information.](http://www.thisislondon.co.uk/news/article-23387779-details/The%20rice%20with%20human%20genes/article.do)

Soft drink sales continue to fall

Date: Fri, 09 Mar 07

Story Text

Falling soft drink sales in the US entered an even steeper decline in 2006 as more and more consumers began opting for healthier options.

Sales fell 0.2 per cent during 2005, widening to 0.6 per cent in 2006. Around 10.16 billion cases of soft drink were shipped over the year, compared to 10.22 billion previously.

Soft drink sales in Europe continued to expand over the end of 2006 however, although most growth was due to rising consumption in Russia and eastern Europe.

"The carbonated soft drink industry has moved from roughly three percent growth in the 1990s to modest declines in the last two years," reported Beverage Digest.

The sector as a whole was posting the decline despite the fast growing area of energy drinks, it added.

"Beverage Digest estimates that if energy drinks were excluded, the category would be down by about 1.5 percent," the report said.

By volume, the soft drinks market is expected to finish 2007 down three per cent.

Welsh firm to make Dragon's Den sauce

Date: Thu, 08 Mar 07

Story Text

An entrepreneur who secured funding for his spicy sauce recipe on the television programme Dragon's Den will see his product manufactured by a Welsh factory.

The new Reggae Reggae Sauce will be made by Abercarn-based G Costa, according to the Western Mail, and is likely to be a big hit with lovers of spicy Caribbean flavours.

Levi Roots, who secured Â£50,000 from the Dragon's Den team, told the newspaper that the experience has changed his life and he is constantly receiving calls from "everybody everywhere [who] wants a bottle of my sauce".

The sauce is made from Mr Roots' Jamaican grandmother's recipe for barbecue sauce, and visitors to the Notting Hill Carnival have long been enjoying it.

"I'm not in this to be the next Heinz ketchup," the entrepreneur admitted. "I just want to bring the sweet, sweet flavour of reggae music to the world."

Mr Roots described the deal to sell the sauce at Sainsbury's as "a dream come true", and added that seeing his sauce on the supermarket's shelves was "an emotional but enjoyable experience".

[Click here for further information](http://icwales.icnetwork.co.uk/0100news/0200wales/tm_headline=tasty-deal-is-music-to-the-ears-of-saucy-costa-crew--&method=full&objectid=18722150&siteid=50082-name_page.html)

Carte D'Or boosts portfolio

Date: Thu, 08 Mar 07

Story Text

A delicious-sounding new flavour has been added to the Carte D'Or range, one of the UK's most popular luxury ice-cream brands.

The new variety - Carte D'Or Strawberry & Yoghurt Delice - is made from smooth yoghurt ice-cream with swirls of real strawberry sorbet.

In addition, the product is topped with a fruit-filled strawberry coulis, adding an extra hint of indulgence with a decidedly summery feel.

The new flavour, which Carte D'Or claims will be ideal for summer barbeques or for recreating a 'Wimbledon' atmosphere while watching the tournament on the television, is also likely to appeal to consumers who are concerned about the health credentials of their food.

Containing only 95 calories and 2g of fat per two scoops, consumers can indulge in a delicious and refreshing treat without feeling guilty about their waistband.

The new addition to the range will be available in all major supermarkets at a recommended retail price of Â£2.79 for one litre.

[Click here for further information](http://www.easier.com/view/Lifestyle/Food_and_Drink/News/article-103509.html)

Punch Taverns launches scheme to expand food offering

Date: Thu, 08 Mar 07

Story Text

Punch Taverns has launched a Recipe for Retailer success initiative to help leaseholders of its pubs introduce or expand the food available.

The advice is being launched just a few months ahead of the smoking ban that will prevent

customers from smoking inside pubs.

Publicans are expecting profits to dip as a result of the ban, and many premises are introducing or revitalising menus in order to cash in on the gastro-pub trend.

Alan Todd of Punch Taverns said: "If a pub is not offering food it is really missing a trick. Our new Recipe for Retailer Success initiative aims to help our leaseholders who are not offering food at all at the moment to do so, or expand the range for those who are already providing food."

All of Punch Tavern's business relationship managers have been trained in offering advice to leaseholders, and the company has done a deal with wholesalers Brakes to supply ingredients.

Click here for more information.

Unilever to enter ready meal market

Date: Thu, 08 Mar 07

Story Text

Unilever is to use a number of its established brands to begin a drive into the ready meal market, it has been announced.

The move will see Colman's, Knorr and Bertolli ready meals produced, with large marketing budgets expected to help push the new products in supermarkets across the country.

Bertolli olive oil and pasta sauces will be used to create new ready meals featuring traditional Italian dishes such as lasagne and spaghetti, Marketing Week reports.

The advertising weekly advises that the move is part of Unilever's attempt to capture the attention of young professionals, with whom ready meals are increasingly popular.

Colman's mustard mash is another product thought to be included in the meals, which will be launched in autumn this year.

Colman's mustard was first sold in 1855, with the company being bought by Unilever in 1995.

For further information, click here

Health and environment to drive sector growth

Date: Thu, 08 Mar 07

Story Text

Consumer concerns about health, social issues and the environment will be the major drivers for growth in the food sector, a new report has claimed.

The Ashbridge Business School report said that manufacturers were wrong to assume that these concerns would only drive premium sectors.

More than three quarters of those surveyed said that the quality of food is "very important" to them.

A cluster of between 30 and 40 per cent of consumers also rated fats, sugars and salts, the impact of pesticides and other chemicals and the treatment of workers and animal welfare as "very important".

"This report highlights real strategic opportunities for manufacturers and retailers," claimed co-author of the report Chris Gribben.

"By tackling issues and perceptions around pricing, and by making product information easy and clear to understand, food retailers and manufacturers have the opportunity to greatly increase customer satisfaction and gain market share."

A further quarter of consumers rated the climate impact of food production and transport as "very important".

[Click here for further information](http://www.ashridge.org.uk/research-foodlabelling)

Ethical sales soar during Fairtrade Fortnight

Date: Thu, 08 Mar 07

Story Text

Sales of products bearing the Fairtrade label have increased significantly over the last couple of weeks, according to one of the UK's leading supermarkets.

Waitrose has been promoting ethical products throughout Fairtrade Fortnight and figures indicate that sales of relevant products doubled during the first week, meaning that the supermarket is already on track to meet its target - announced just a week ago - of increasing Fairtrade sales by 100 per cent over the year.

Much of this success can undoubtedly be attributed to the supermarket's decision to sell only Fairtrade bananas and roses, with conventional equivalents no longer available in stores.

Brand development manager Graham Cassie said that it had been a "fantastic start" to Fairtrade Fortnight.

"It is clear that ethical sourcing is a serious consideration for shoppers - and rightly so," he noted.

"We are confident that the momentum of Fairtrade Fortnight will continue throughout this year, as customers step up their commitment to ensuring a fair deal for farming communities around the world."

The supermarket recently launched an own-label Fairtrade coffee product, as well as a new own-label Fairtrade chocolate in November 2006.

[Click here for further information](http://www.waitrose.com/food_drink/foodexpertise/fairtrade/index.asp)

Plastic bottles to be recycled for food packaging

Date: Thu, 08 Mar 07

Story Text

The country's first recycling plant which will be used to turn used plastic bottles into food packaging is to open at the end of the year.

Fresh food products are to benefit from the recycling initiative in a joint private and public sector funding agreement.

The deal will cost an estimated £12 million and will see the first plant of its kind open in December 2007.

Around 35,000 tonnes of polyethylene terephthalate (PET) is to be recycled once the plant, which will be operated by Closed Loop London, opens.

The recycled packaging is to be used for various forms of food packaging, including trays and salad bowls, and the public has been assured that it will pass food contact tests.

High street retailer Marks & Spencer has committed to sending its plastic bottles to the plant for recycling.

[For further information, click here](http://www.letsrecycle.com/materials/plastics/news.jsp?story=6590)

Heinz predicts new natural sweetener

Date: Thu, 08 Mar 07

Story Text

Packaged foods could see a new sweetening solution in the next few years, the chief executive of Heinz claimed on Tuesday.

Speaking at the Reuters Food Summit, the CEO of Heinz William Johnson explained that a cheap, natural alternative to corn syrup was necessary in the next three or four years.

Rising corn prices have recently prompted research into an alternative to corn-based sweetener.

Corn is in higher demand since the US decided to expand their ethanol production from corn products.

And traditional sugar is an expensive commodity in the US, where duties are too high to make it a viable large-scale ingredient.

"There's a lot of pressure on our technical people now to find us an alternative for fructose and for sugar that satisfies or more than satisfies consumers and delivers on the benefits that consumers expect while also reducing costs," Mr Johnson said to Reuters.

However, Mr Johnson did not know which basic ingredients might be used for the production of a new sweetener.

Coca-Cola also expressed concern about rising corn prices and suggested a possible move to alternative sweetener types.

Brown Ale bangers on the menu

Date: Thu, 08 Mar 07

Story Text

While most people with a penchant for sausages and ale would be content to eat one and drink the other, two sausage enthusiasts were not content and have combined their passions into a single foodstuff.

Gourmet sausage makers Debbie and Andrew Keeble make bangers from their farm in Thirsk, Yorkshire, and looked to the north for inspiration for their latest variation.

After experimenting with a number of different ales, and no doubt having fun along the way, the couple settled on recognisable north-east brand Newcastle Brown Ale, sausagefans.com reports.

Also going into the Brown Ale banger is lean pork shoulder, seasoning and breadcrumbs soaked in the ale.

The Brown Ale reportedly gives the sausages a richer flavour, and the creation also coincides with the drink's 80th anniversary year.

The bangers aren't the first time the ale has been in the hands of innovators, however; in 2003 a north-east dairy created a Brown Ale flavoured ice cream. It could be the perfect dessert course to accompany the sausages.

Pasta and sauces market set for growth

Date: Wed, 07 Mar 07

Story Text

The West European pasta and sauces market will grow at an annualised rate of 1.93 per cent up to 2010, a Research and Markets report has found.

The report considered the top 48 products across the continent, with a breakdown of trends by volume, value, product and country.

The total value of the pasta and sauces market was worth \hat{a} , 8.8 billion across the 16 countries of Western Europe during 2005.

The market remains diverse across the continent, with the top ten EU producers controlling just 46.9 per cent of total business.

"Altogether, 356 holding, independent and subsidiary companies are identified, together with 472 company market shares and major brands by country and product," said a Research and Markets spokesperson.

"This report provides a complete quantitative, hard data demand and supply analysis of final human consumption in the country and product markets listed below."

Click here for more information

Entrepreneur reveals healthier convenience foods

Date: Wed, 07 Mar 07

Story Text

A Manchester entrepreneur has joined forces with a French chef to create a range of healthy

convenience food, it has been announced.

Crumbs has been launched by Ben Davies in association with Emmanuel Lieu, and will include pies and pastries made from local produce as well as newer ingredients such as wheat fibre, the Manchester Evening News has reported.

The innovative new scheme aims to bring the benefits of healthy food to consumers accustomed to ready meals and similar offerings, with products in the project avoiding artificial preservatives and taste enhancers.

"We have entered into a six-month exclusive deal with Waitrose which is trialling the range in 68 stores. We are also talking to a number of convenience store chains about stocking the range," Mr Davies commented to the paper.

"While our products are still pastry-based and made with butter, the ingredients are wholesome and healthy, and we are developing pastries made from green tea and seaweed," he added.

The UK ready meals market is now worth almost £2 billion a year, recent research has shown an increase of 14.4 per cent in the past five years.

[For further information, click here](http://www.manchestereveningnews.co.uk/news/business/s/1001/1001172_crumbs_what_a_plan.html)

Tyson Foods unveils new innovation centre

Date: Wed, 07 Mar 07

Story Text

Tyson Foods, the US meat and protein food producer, has announced the opening of a new 100,000 square foot research and development facility.

The \$45 million Discovery Centre, in Arkansas is a purpose built facility, which aims to explore the needs and preferences of the consumer market.

Consumer groups are brought into the centre regularly to test the products under development, in a scheme that Tyson Foods believes is unique in the food industry.

Specialising in pork, chicken and beef products, a dedicated food science and culinary team spend their days developing innovative food solutions from conception to manufacture.

A packaging innovation lab, a sensory analysis lab and a multi-protein pilot plant are all provided under the Discovery Centre roof.

In addition, there are 19 kitchens in which the food professionals can develop and improve their culinary enterprises.

Hal Carper, senior vice president of Corporate Research and Development for Tyson said: "The Discovery Centre is designed for joint value creation with our customers.

"Here our food innovation teams collaborate with customers to research consumer needs, then design and test new products and packaging."

There are around 120 research and development professionals working in Tyson Food's dedicated development facility.

<http://www.primenewswire.com/newsroom/news.html?d=114981> >Further information

The dawn of the super-tomato

Date: Wed, 07 Mar 07

Story Text

Scientists have developed a tomato which contains a full day's worth of folate in just one serving.

The super-tomato was developed by researchers at the University of Florida at Gainesville, who created the product using genetic engineering to alter the organism's genes.

Folate is commonly thought to have good nutritional benefit to aid growth and development – especially during pregnancy.

Folate deficiencies have been seen to lead to birth defects and problems in child development.

Andrew Hanson of the university commented that the research could have knock-on consequences for food products around the world.

He said: "This could potentially be beneficial worldwide. Now that we've shown it works in tomatoes, we can work on applying it to cereals and crops for less developed countries where folate deficiencies are a very serious problem.

Parag Chitnis of the National Science Foundation's division of molecular and cellular biosciences, which funded the research, added: "Folate deficiency is a major nutritional deficiency, especially in the developing world."

<http://news.sawf.org/Health/34363.aspx> >Click here for further information

Consumers turn to "animal friendly" food

Date: Wed, 07 Mar 07

Story Text

Consumers are opting for "animal friendly" and so-called "happy meat", according to new research.

Recent safety scares such as the Bernard Matthews bird flu outbreak, as well as a growing number of television shows aimed at promoting animal welfare, have changed consumer tastes, claims a report by the Institute of Grocery Distribution.

The results, commissioned by Freedom Food, reveal that UK consumers are the most animal welfare-concerned shoppers in Europe and they are demanding improved conditions for livestock.

A total of 65 per cent of consumers now buy animal-friendly food each week – which covers products classed as organic, free range, or meets high welfare standards. More than two-thirds of shoppers also stressed that animal welfare was a key issue.

Steven Tait, head of Freedom Food sales and marketing, said: "With over half of the UK population now thinking about animal welfare when food shopping - and wanting more information on how farm animals are kept - there is a very clear demand for higher welfare foods and ample opportunity for continued growth within the market."

He added that clear labelling, as well as the need for product traceability, was also helping to improve standards throughout the livestock and poultry industry.

Nutraceutical food trends report released

Date: Wed, 07 Mar 07

Story Text

A new food trends report has been released to track developments of the nutraceutical sector.

Report Buyer has confirmed that its new study will track changes in the industry and focus on the ongoing introduction of novel ingredients and claims aimed at linking health with food and drink.

Recent trends have seen many consumers move away from traditional pharmaceutical suggestions and there has been a steady increase in demand for products that appear to have a medicinal effect on human health. In particular, there is strong interest in food and drink goods aimed at weight control and improving digestive health.

This new report will provide an in-depth analysis of the ongoing trends in the industry and will look at over 10,000 products as well as providing examples of how incorporating certain ingredients could enhance possible impacts on health.

Report Buyer's new data will also examine the effect of European legislative changes and how labelling laws can boost product sales by promoting the health benefits of brands.

In addition, the new report will also summarise some of the concerns of pharmaceutical safety and the impact of demographic changes.

Rice with human genes approved for production

Date: Wed, 07 Mar 07

Story Text

A rice crop that contains human genes is to be supported for commercial production and could play a key role in combating child diarrhoea in the Third World.

The GM crop, developed by US-based Ventria Bioscience, is set to receive approval from the US department of agriculture and will initially be grown on a 3,000 acre site in Kansas. Once harvested, the rice will be incorporated into a range of products such as drinks, desserts and yoghurts for use in treating diarrhoea in children.

Ventria Bioscience claims that the rice produces some of the human proteins found in breast milk and saliva and that there is evidence to suggest this can help combat the dehydration and complications of diarrhoea in young people.

"We have a product here that can help children get better faster," explained Ventria chief executive Scott Deeter.

The company added that it has taken the necessary precautions to ensure that the GM rice crop does not impact on other food production in the region. However, critics have raised concern that the trial crop could easily enter the food chain, especially during high winds.

Food sector missing out on licensed technical innovation

Date: Tue, 06 Mar 07

Story Text

An overwhelming majority of food-sector businesses are aware of the benefits of licensing the latest technology and equipment, but just a third does so, says a new survey.

Just seven per cent of businesses say that they buy new manufacturing technology under license, despite the massive savings that they could achieve, said Enterprise Ireland.

Across the country, the agency estimated that Irish businesses could increase exports â‚¬80 million every year on the back of â‚¬10 million in licensed technology.

A lack of staff and know-how to manage licensed technology was the most commonly offered reason for failing to take-up other manufacturers' design breakthroughs.

"For Irish businesses to increase their share of the lucrative EU food market, our food exporters must take every opportunity to move up the value chain," said Jim Cuddy of Enterprise Ireland.

"This will mean not just increasing investment in research and development (R&D) but also learning how to fully exploit all sources of technologies and products through licensing and partnerships," he told Silicon Republic.

Arla to map DNA in dairy bacterium

Date: Tue, 06 Mar 07

Story Text

Arla Foods is planning to map the DNA sequence in its dairy bacterium in order to help develop healthier products.

The DNA will be tracked in the food company's dairy lactic acid bacteria, known as Lactobacillus casei F19.

It is hoped that by mapping the acids, it will lead to the creation of a wider range of well-researched, healthier food products, as well as the development of functional foods.

The company will look at how the bacteria affects health in human bodies.

Research was previously carried out into the effects of Lactobacillus casei F19, including its effect on metabolism.

Arla Foods is joining forces with Integrated Genomics to carry out the new study.

Click here for further information

General Mills unveils Worldwide Innovation Network

Date: Tue, 06 Mar 07

Story Text

Leading food manufacturer General Mills has revealed that it is to scour the world for innovative ideas via its newly-launched Worldwide Innovation Network (Win).

The network represents an official attempt to seek collaborations and joint schemes with partners from a number of different sectors.

With current brands including Yoplait, Haagen-Dazs and Old El Paso, General Mills is already home to numerous high-profile products, but aims to expand even further via the network, with other intentions including the sourcing of new technology.

Speaking to the Manufacturer, General Mills director of external innovation Jeff Bellairs outlined his desire to extend the firm's reach into as-yet untapped areas.

"We're formalising a conduit to reach us and a systematic process to quickly get back to inventors. They'll shop their technologies around, but we want to be the first they call," said Bellairs.

"That could be a new process, package, or product. It's all about seeking external relationships, building those and building new things we can plug into the product pipeline.

"A partner could be anyone with a good idea, be it an entrepreneur or a giant like DuPont," the director added.

[For further information, click here](http://www.themanufacturer.com/us/detail.html?contents_id=5260)