

In brief

Recover with chocolate milk

One of the best post-exercise recovery drinks could already be in your refrigerator, according to new research presented at the American College of Sports Medicine conference. In a series of four studies, researchers found that chocolate milk offered a recovery advantage to help repair and rebuild muscles, compared to specially designed carbohydrate sports drinks.

The new research suggests that drinking fat-free chocolate milk after exercise can help the body retain, replenish and rebuild muscle to help your body recover. Drinking low-fat chocolate milk after a strenuous workout could even help prep muscles to perform better in a subsequent bout of exercise. Specifically, the researchers found a chocolate milk advantage for building muscle.

Chocolate milk's combination of carbohydrates and high-quality protein first made researchers take notice of a potential exercise benefit. Milk also provides fluids for rehydration and electrolytes, including potassium, calcium and magnesium lost in sweat, that both recreational exercisers and elite athletes need to replace after strenuous activity. Plus, chocolate milk is naturally nutrient-rich with the advantage of additional nutrients not found in most traditional sports drinks. – *Milk Processor Education Programme*

Ciro and Chilla join forces

Ciro Business Solutions, a wholly owned subsidiary of AVI, recently announced that they have entered into a strategic partnership with Chilla Beverage Co to incorporate the Chilla



Neal Leviitt, CEO of Chilla Beverage Co with Rob Katzen, managing director of Ciro Beverage Solutions

offering of fully imported gourmet frappés, fruit smoothies, hot chocolate and chai-spiced lattés into Ciro's extensive beverage range.

As a leading beverage solutions provider to the South African out-of-home market, Ciro supplies a full service basket of products to the industry. Ciro services top South African hospitality and restaurant venues. According to Rob Katzen, AVI business development director, "Ciro is excited to be partnering with the creative passion of Chilla, as we are always on the lookout for exciting, fresh concepts to add to our existing offering to our customers."

The Chilla brand entered the market eight years ago and continues to deliver quality products to a distribution of over 1 000 outlets in the retail and food service industry. Chilla Beverage Co CEO, Neal Leviitt adds: "The alliance between two leading brands will make way for the further penetration of a complete product offering to the market and allow both parties to strengthen their position in the trade while ensuring that the main objective of supplying high-quality, innovative products is maintained." – *Press release*

allFresh! 2010 conference soon

South Africa's fresh produce industry will gather at Emperor's Palace, Johannesburg on 16 September for this year's allFresh! conference for producers and suppliers in the fresh produce industry. Known as the number one national summit for fresh produce in sub-Saharan Africa, allFresh! welcomes the best in fresh produce to discuss key factors influencing the sector.

The theme of this year's conference is 'Sustainability in a Changing Cultural Environment', which gets to the heart of what is relevant in South Africa. This includes an impressive line-up of speakers discussing key topics from land reform to legislation, climate change and our country's diverse cultures.

Highlights of the conference programme include case studies from notable producers and retail chains, as well as several topics on implementing sustainable practices in your business. Find out more about allFresh! 2010 at www.allfresh.co.za.
– Press release

Coca-Cola goes fruity

Soft drink giant Coca-Cola has finalised plans to set up facilities in Biddai in the state of Karnataka, India, to specialise in the manufacture of fruit-based beverages, according to media reports. The Indian press said the move was confirmed by the state's large and medium industries minister, Murugesh Nirani.

Nirani said the project coincides with the government's strategy to establish Karnataka as a hot-spot for food processing. "The proposed Coca-Cola plant will go a long way in helping farmers, especially those growing horticultural crops, to find a ready market for their produce," he added.

The proposal came four days after Nestlé India announced plans to set up an instant noodles and condiments manufacturing unit in Mysore, the second largest city in Karnataka.
– Foodnavigator-usa.com

Don't ignore yoghurt indulgence

The magic combination of health and indulgence continues to drive the market for yoghurts and chilled desserts, according to a new review by Mintel. Mintel's update on the global market for yoghurt, soy yoghurt and chilled desserts identifies a 9% increase in product launches in the category over the past year, bolstered by strong demand in Europe.

Based on the top claims made on new product launches, the new data identifies a continued focus on low-fat, additive-free and organic products, but Mintel cautions that indulgence should not be overlooked.

Europe has dominated product launches in the category, accounting for 65% of new launches during the review period, led by Germany (19%), France (13%) and Italy (10%). The split between sub-categories was 53% spoonable yoghurt, 46% chilled desserts and 1% soy yoghurt. Top claims used on the products were no additives/preservatives (21%), no/low/reduced fat (18%) and organic (9%). – Foodnavigator.com

Grow your business with SIAL

The Salon International de l'Alimentation (SIAL) food exhibition was created in 1964 and is now held every two years at the Parc des Expositions de Paris-Nord Villepinte in France. The next SIAL will take place from 17 to 21 October 2010. SIAL will be the world's largest meeting place for the food profession in 2010. Market players from the retail, catering

and food services, the import/export trade and manufacturing attend the show.

With more than 5 500 exhibitors (78% international) from 101 countries, and 19 sectors, SIAL draws the whole spectrum of the food industry actors, aiming to develop their business and present new products. For more information, visit www.sial.fr – *Press release*

Denmark repeals dairy rules

Denmark has repealed its national law requiring flavourings for dairy products to go through a risk assessment and approval process, as the EU positive list is finalised and harmonisation is on the cards across Europe.

In 1992, Denmark introduced its own legislation covering dairy flavours, because at the time there was no positive list of approved flavours for the entire EU. Authorities were especially concerned about flavours in dairy products because children tend to consume a lot of dairy foods. They required usage amounts of flavourings to be specified.

The repeal, which was rubber-stamped at the end of May, will be welcomed by flavour companies and food manufacturers that went through a lengthy procedure before launching products on the Danish dairy market. No announcement has been made to date about a repeal of the enzyme rules. – *Foodnavigator.com*

Congress becomes a trade fair

Drink technology India (dti), which takes place between 18 and 20 November 2010 in the Bombay Exhibition Centre in Mumbai, is being held for the first time as a trade fair with accompanying forum for exhibitors'

presentations. Preparations for this event are already well under way. Around 80 exhibitors from approximately 12 countries will be presenting beverage and liquid-food technology here, primarily for the Indian market.

dti has attracted a new and strong partner: International PackTech India, organised by the Düsseldorf trade-fair company represented by their subsidiary Messe Düsseldorf India. The new dti has met with a tremendous response. Many big-name exhibitors at drinktec, the world's leading trade fair for beverage and liquid food technology, are represented at dti. Among them are KHS, KRONES, Norit, Sidel, Siemens and Ziemann. For more information, go to www.drinktechnology-india.com – *Press release*.

Anti-dumping PET ruling

An European Union proposal to impose import duties on polyethylene terephthalate (PET) shipments from Iran and the United Arab Emirates (UAE) is expected to result in cost increases for European converters, said a spokesperson from the EU.

The European Union intends to slap the anti-dumping and countervailing charges after a probe found companies from the Middle Eastern countries had been selling PET into Europe at below market prices. The illegal practices had hit market share and profits of European PET producers.

While the Commission acknowledges the ruling could see converters suffer, it believes that any negative effects for converters would be "outweighed by the expected benefits for the producers and their suppliers." The move would also restore fair competition, reasonable prices and promote further PET recycling, added the regulation. – *Beveragedaily.com*