

# In brief

## Ceres' new fruit squash range

Ceres has launched a new range of fruit squash to offer a more affordable product for consumers under the Ceres brand name.

The launch of this range was based on extensive research conducted in early 2010 and is aimed at strengthening the Ceres brand name in the minds of a wider consumer base. It focuses on a trusted brand name with quality ingredients from the Ceres Valley that have been enriched with vitamins at an affordable price.

The Ceres Fruit Squash range is available in four popular flavours: orange, mango, tropical and granadilla variants. Each 1.75ℓ bottle makes 7ℓ of fruit squash, containing 6% fruit juice when diluted. It is also enriched with Vitamins A, B<sub>1</sub> and B<sub>6</sub>, providing an extra boost of daily required nutrients. The range is available in selected stores at a recommended retail selling price of R19,99 per 1.75ℓ PET bottle. The distinctive packaging was designed by LiquidLab. The case configuration is 6 x 1.75ℓ.

## Decade of SA Cheese

The 2011 SA Cheese Festival scheduled for Friday, 29 April to Monday, 2 May at its new venue in Sandringham (halfway between Cape Town and Paarl on the N1, close to Stellenbosch) marks the tenth anniversary of this event.

According to the organisers "this is going to be a fun filled weekend during which visitors can expect to be treated to a gourmet event jam-packed with more flavour experiences than ever before."

The Checkers Cheese Emporium, the main attraction in the Dairy Square, promises visitors the country's largest selection of cheese under one roof, while the celebs of the Checkers

Theatre are expected to wow them with their daring use of cheese. Other entertainment includes a Carnival Park with roaming artists and Wilde Fruit Juice Kiddies Corner to keep the little ones amused. An electric mix of delicacies and prime wines will also be on sale.

A limited number of tickets are available at Computicket and Checkers stores (no tickets at the gates) at R110 for Saturday and Sunday and R90 for Friday and Monday. Senior citizens pay R70 and children 12 years and younger enter absolutely free. The festival runs from 10:00 to 18:00 each day and 17:00 on the last day.

For more information contact Agri-Expo on tel 021 975 4440 or [cheese@agriexpo.co.za](mailto:cheese@agriexpo.co.za), or visit [www.cheesefestival.co.za](http://www.cheesefestival.co.za).

## Job well done

Clover Beverages, a subsidiary of Clover Industries Ltd, has won the 2010 Chartered Secretaries' and JSE Annual Award for Company Reporting in the Non-Listed category.

According to Dr Chris Lerm, Clover Beverages' chief operating officer, the company is delighted and honoured to win the award amid tough competition from some excellent companies.

Dr Lerm explains that, like all companies, the ongoing recession has caused Clover Beverages to "examine our practices in general and to heed consumer demand for attention to green issues and less wastage," adding that the company's vision is "reaching every consumer with our most admired and trusted products" and being a "responsible corporate citizen".

He describes Clover Beverages' annual reporting as extremely comprehensive and exhaustive, because the company sees it as its duty to be accurate, accountable and transparent, especially as it also has minority

shareholders. "Every year, Clover Beverages commits extensive resources to its annual reporting and sets high standards for good governance and best practice," he explains.

The core Clover brand is one of just 17 Platinum Iconic brands and is said to work hard to maintain the respect of the public and peers. In the *Sunday Times* 2010 Top Brands Survey, Clover Beverages' brands, Tropika and Clover Krush, were among the top three brands, while in a 'Generation Next' youth brand survey conducted by the *Sunday Times*, Clover Beverages had three of the top six brands, indicating support from the youth market. – *Press statement*

### SA grapes again hit by heavy rain

Grape growers in South Africa have again suffered from heavy rainfall. This has not been an easy season for growers, especially in the Orange River Region, where the season started off with inconsistent sugar levels, then in mid December the rain caused problems for the early varieties and almost 100mm fell at the turn of the year.

According to information from SATI, this damaged between 30 and 40% of Thompson seedless grapes ready for harvest in the region. SATI have again revised the crop estimate to take this into consideration. The biggest drop is seen in the Orange River region, a decrease of around 2,7 million cartons to between 12,8 and 13,3 million. The Northern regions also suffered an estimated drop of around 0,8 million cartons. The total drop in estimated grape production in South Africa is between 3,1 and 3,8 million cartons.

André van Blommestein of WP Fresh says that although it has been a difficult and frustrating season, prices are better: up 20% in Europe and the Middle East and by as much as 30% in the UK. Unfortunately, this increase in prices is influenced by the strong rand, which is affecting returns, but it is still better than last year.

As with all producers in South Africa, the production costs have also risen, as have shipping costs.

Imports into northern Europe have been affected too. One UK importer says that there is a good availability of red varieties, but volumes of white seedless are short. However, this had been expected. Quality has also been an issue due to the rain. He says that there is not a lot of fruit available at the moment and this will remain the case until Chile enters the market at the end of February.

André adds that Chile could take advantage of the shortage and supply earlier than normal, although at the moment prices in the USA are still very good.

This year's shortage is seasonal and the 2012 season will probably be normal again. – [www.freshplaza.com](http://www.freshplaza.com)

### Locally pressed fruit juice hits home

Wilde's range of pure pressed fruit juice recently entered the North American market to rave reviews. Wilde contains only fruit juice with no preservatives or added sugar. Their juices are all made from fruit grown in the Western Cape, which is then processed in an ultra-modern facility to allow most of the nutrients to remain in the juice. Before packaging, the juice is pasteurised, which means that it does not need to be refrigerated to be transported worldwide. The juice is then packed into Elopak cartons as one of the first long life South African fruit juice brands with an extended shelf life of up to 12 months outside the cold chain.

According to the company, 100% fruit juice is not the same as pressed fruit juice. Although 100% fruit juice contains no additives, it can be made from concentrate or a puree reconstituted with liquid, and the addition of dry sugar is permitted. In contrast, pressed fruit juice contains only juice that has been squeezed from the actual fruit, just like what people do at home to get a cloudy, natural drink.

For more information: [www.wildejuice.co.za](http://www.wildejuice.co.za).