

CFI Global Trade Newsletter

Beverages

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Issue #73¹

Inside this issue:

Dear Readers,

Today you are receiving the **73rd** issue of our "Global Trade Newsletter" generated out of our "Egypt4Trade" business intelligence system for the **Beverages Sector**.

In our today's issue, we would like to draw your attention to

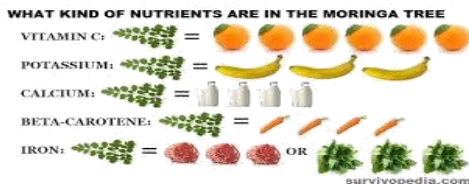
- **Spice Attacks the Beverage Aisle**

Spicy ingredients are making their way into a number of beverage categories at a steady rate, with many companies taking their cues from cocktail culture, often using spice to enhance the final product rather than showcase it as a primary taste... [Read more](#)
and



- **Moringa Moves To Be The Superfood Of The Moment**

Moringa is a tree grown in subtropical areas of Central and South America, Africa and South Asia. The moringa tree's seeds and leaves are both edible. However, it's the leaves that are being heralded by Western companies as a superfoodt... [Read more](#)



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We hope that the information provided meet your interest

More sector's related information can be found also in our **"4in1"** Newsletter



General Interest Articles

General News

Restaurant Beverage Orders Decline As Consumers' Tastes Shift *(Report)*

Satisfying our Thirst for Beverages," report, which examines consumers' beverage choices, what and where they order, and the importance of variety in driving their decisions. Iced/frozen coffee, specialty coffee, tap water, and bottled water top the list of growing beverages... [Read more](#)



Performance Beverages Show Growth Potential through 2019 *(Mintel)*

sports drinks account for more than half of the total U.S. retail sales — 59 percent — in 2014, the strongest growth in the category came from the performance drink segment, which was because of the growth of new products geared toward "less-extreme athletes... [Read more](#)



What Might Be The Impact of An Australian Soda Tax? *(Euromonitor)*

the implementation of high profile sugar and soft drinks taxation in France in 2012, in Mexico in 2014 and Berkeley, California in January of this year, the global debate concerning the purpose and efficacy of excise tax proposals on sugary beverages is inevitably moving into ... [Read more](#)

What is the situation in Egypt? Do the lawmakers thinking to introduce a similar tax to contribute to the decline of the high rate of obesity

FUNCTIONAL BEVERAGE:



With Benefits: Fortifying Functional Beverages The Right Way *(Natural Products Insider)*

we've been adding vitamins A and D to milk for generations, and it's been years since orange juice began surpassing milk—for some consumers, at least—as a primary source of... [Read more](#)

To read the report in full please [click here](#)



Coffee Fruit Is The Next Big Thing In Functional Beverages *(KonaRed)*

[Read more](#)

Three Ideas to Sell More Beverages *(Technomic)*

From basics to new views, research uncovers ways to appeal to millennials, Gen Z... [Read more](#)

8 Beverage Highlights from the NACS Show *(Blog)*

New flavors, trends and insights to keep an eye on in the coming year... [Read more](#)

Beverage Opportunities for Immediate Consumption *(Infographic)*

Make it easier for the customer to find and pair beverages with food... [Read more](#)



Commodities & Price



Orange Juice Jumps To 11-Month High *(11/11/2015)*

Orange juice has jumped more than 14 per cent over two trading days to an ... Concerns about sugar intake has also hit fruit juices and orange juice ... [Read more](#)

Pls refer to our E4T Alert # 61 (sent out on 12.11.2015)

For more information about orange juice future, please [click here](#)



Marketing & Market Information


Beverage Makers Pump Up Offerings with Plant-Based Protein

Pea, soy and hemp proteins are gaining popularity with manufacturers and are sometimes mixed with traditional whey protein for increased nutrition and palatability... [Read more](#)


Low-Calorie Sweeteners Deserve More Respect

The industry would be unable to make good-tasting alternatives to full-sugar drinks without sweeteners such as aspartame and sucralose without, consumers would simply go back to full-sugar... [Read more](#)


USA Beverages Market: *What Consumers Want?*

- **34% of Consumers Want Carbonated Soft Drinks with Added Benefits** (*Mintel*)
57 percent of U.S. adults agree carbonated soft drinks made with natural ingredients are healthier than those made with artificial ingredients. What's more ... [Read more](#)
- **Retail Sales of Diet Soda Remain In Freefall** (*Nielsen*)
 Unit sales of diet soda are still falling at an alarming rate in the US retail market showing an 8.2% decline vs the same period a year ago, a 7.4% decline... [Read more](#)
- **Packaged Soft Drinks See Cola Share Decline** (*Beverage Marketing Corporation*)
In the market research report titled "U.S. Carbonated Soft drinks through 2019," it forecasts the segment's share of the market will decline from 40.7 % in 2014 to 39.5 % in 2019... [Read more](#)
- **Entrepreneur To Bring Hot Canned Beverage To The US**
After years of popularity in Japan, an entrepreneur is bringing hot canned coffee to the US... [Read more](#)

COCA-COLA:

- **Figures for Coca-Cola Life in France**
 After nine months on the French market, Coca-Cola Entreprise has released results of how well stevia sweetened Coca-Cola Life has performed so far... [Read more](#)
- **Coca-Cola To Axe Glaceau Fruitwater and Replace It With 6% Juice Product Called Minute Maid Sparkling**
Coca-Cola is to axe Glaceau fruitwater following disappointing sales and replace it in March 2016 with a 6% juice product called Minute Maid Sparkling... [Read more](#)

PEPSI:

- **Will Launch a Smartphone In China**
 Pepsi China will enter the mobile phone business some of which suspected the move was an elaborate hoax... [Read more](#)
- **It's Way Too Early To Talk about How Aspartame-Free Diet Pepsi Is Performing**
While the new aspartame-free version of Diet Pepsi has been on sale since August, it's "way too early" to provide an update on how it's doing... [Read more](#)



Ball's Strawster Opens Up Potential for New Market Penetration
which 'magically' appears once the can is opened, creates a unique, fun and convenient drinking experience for consumers... [Read more](#)





Product & Packaging Technologies

Consumer Trends Affect the Type of Packaging and Material Used For Beverage Products *(Rabobank)*

Five consumer trends; premiumisation, convenience, online retailing, shelf-life extension and recyclability, affect the type of packaging and material used for a product... [Read more](#)



SIG Combibloc

Innovative Packaging from SIG Combibloc: Function Meets Design *(SIG Combibloc)*

combidome, the carton bottle from SIG Combibloc, is now available in a package volume of 500 ml – a perfect volume for 'on-the-go' products that can be consumed anywhere... [Read more](#)

Aseptic Carton Packaging Grows In The Beverage Industry *(EcoFocus)*

Eighty-three percent of Healthy Beverage Shoppers, those who choose beverages for health reasons, want more information about the ingredients, the eco-friendly attributes of the package and the brand itself... [Read more](#)



India Is One of The Fastest Growing Markets For Beverage Air Compressors *(FS-Elliott)*

India is one of the fastest growing industrial markets for beverage air and gas compressors, FS Compressors India, with offices in Pune and Bangalore... [Read more](#)

CANS:

- **'There's Lots of Potential For Us To Explore': Rexam On Cans In New Beverage Categories** *(Rexam)*



Water, dairy drinks, iced coffee and functional drinks all offer exciting growth potential for beverage cans, according to Rexam... [Read more](#)

- **Global Beverage Can Volume Increases** *(Crown Holdings)*



Global beverage can volumes have grown by 13%, according to Crown Holdings, which has released its third quarter report 2015 results... [Read more](#)

- **Crown launches Cottle can** *(Crown Holdings)*

a new can format, derived from the popular Crownsleek range. Cottle is the result of the growing trend towards packaging with a unique look that appeals to all in a variety of can sizes... [Read more](#)



Nutrifresh to Increase HPP Capacity to 100m Pounds A Year

NutriFresh Services has purchased its third Hiperbaric High Pressure Processing (HPP) machine saying it will boost capacity to more than 100 million pounds per year... [Read more](#)



- **World's first LED bottle cap 'Illumicap' to go on sale in 2016** *(Kirin Group)*

The Kirin Group F&B company in Tokyo has partnered with WHITE design agency to create the World's first Internet of Things (IoT) LED bottle cap... [Read more](#)

- **Scented Cup Makes Plain Water Seem More Flavoursome**

The cup's recyclable material has a proprietary encapsulated aroma release technology built in, with aromatic fruit flavours manufactured directly into the cups... [Read more](#)



Product Innovations

Beverages Remain Dominant Application for Stevia

The beverage application segment was valued at \$120.4 million in 2014. According to its analysis, this application segment will witness a steady CAGR to reach \$196.7 million by 2020... [Read more](#)

Jump-Start Your Juice: Enhancing Beverages With Oat Beta Glucan

there was a 56% increase in beverages launched containing fibre globally from 2010 to 2014. And while there are many fibre ingredients that may be appropriate for this category, oat beta glucan is an ideal option because of the many nutritional benefits it provides... [Read more](#)



Seedlip Creates 'World's First' Distilled Non-Alcoholic Spirit

Seedlip combines six individually distilled barks, spices and citrus peels to create an adult and complex blend best sipped long with tonic or short with brine as a non-alcoholic martini... [Read more](#)

COLORS:

- **Consumer Trends Influencing Natural Beverage Colors Market**



When formulating beverages, it's important to consider that color not only contributes to product attractiveness, but can influence consumers' purchasing decisions as they scan the aisles for products with "clean labels" and more "natural" ingredients... [Read more](#)

- **Chr. Hansen Adds Capcolors Orange Beta-Carotene**



colourantThe product meets growing consumer demand for natural ingredients, which has prompted beverage manufacturers to remove artificial colours – but costs and stability issues can create barriers to this change... [Read more](#) and [more](#)

Cluo Launches 'First Ever' Range Of Moringa-Based RTD Drinks

It is available in three refreshingly hydrating and exotic variants: watermelon, kaffir lime and green tea; mango, passion fruit and green papaya; and red grape and hibiscus flower... [Read more](#)

If of interest, please review also:



UK Moringa-Based Beauty Drink Overcomes 'Horrible' Taste

A herbal nutricosmetic drink is being launched in the UK utilising the amino acid-rich Himalyan herb, Moringaoleifeira... [Read more](#)

Tate & Lyle Launch Middle Eastern Recipes With a Healthier Twist (*Tate & Lyle*)



Tate & Lyle launched a menu of Middle Eastern recipes with a healthier twist at Gulfood Manufacturing, in Dubai last week (October 27–29) to tackle the growing number of consumers in the region who are concerned about rising obesity levels... [Read more](#)



Pumpkin: The Flavor Trend of Fall

Recent data shows that last year, 37 percent of U.S. consumers purchased a pumpkin-flavored product. Additionally, pumpkin products accounted for \$361 million in sales in the last year alone, marking a 79 percent spike in growth since 2011... [Read more](#)



Food Safety



A Firm Does Not Pasteurize Its Orange Juice

Therefore, the Juice Firm Forced To Close After FDA Raises Safety Concerns to prevent potential product contamination... [Read more](#)



Fairs & Exhibitions

THE WORLD BEVERAGE INNOVATION AWARDS 2015



- **Winners & Finalists** [Click here](#)
- **Products & Brands** (Video) [Click here](#)
- **Packaging, Ingredients, Sustainability & Technology** (Video) [Click here](#)
- **Photos From The World Beverage Innovation Awards** (Gallery) [Click here](#)



New Products

Readers Name Favorite New Beverage for September

1907 Water obtains nearly quarter of the vote... [Read more](#)



Just Juice Adds New Orange and Carrot Juice Drink

Which is first fruit and vegetable juice combination. The new vitamin C enriched juice drink is packed in a 50cl PET bottle... [Read more](#)



A Gallery of New Drinks for October 2015 [Read more](#)

Sector Specific Highlights



Energy Drinks Market to Grow at 12.69%

Analysts forecast global energy drinks market to grow at a CAGR of 12.69% and 12.11%, in terms of revenue and volume, respectively, over the period 2014 - 2019... [Read more](#)

Tangerine Is the New Orange

Red Bull will phase out its zero-sugar Orange and Cherry Editions in early 2016, just as the energy-drink brand launches its newest flavor addition: a new Orange Edition in tangerine flavor...

[Read more](#)



What's next In Bottled Water? Three Areas to Watch (Zenith International)

It's an era of opportunity for bottled water; with consumers wanting a healthy alternative to many other drinks on the market...

[Read more](#)

Bottled Water Market Has Potential to Surpass CSDs

Sparkling and enhanced waters drive category growth... [Read more](#)

Mineral Water Switches To Carton Bottle

the packaging is an excellent fit for the "on-the-go" consumer market...

[Read more](#)



Canned Water Offers an Alternative Packaging Option -

but will consumers always associate water with plastic bottles? [Read more](#)



Redesigning Fruit Juice [Read more](#)

Production of Bottles of Juice to Meet Daily Recommended Serving of Fruit and Vegetable [Read more](#)

Something between Chocolate and Orange Juice

claiming new confections category from double-fermented cocoa with fruit juice... [Read more](#)

Naturally Red Apple Juice Launched in UK [Read more](#)



COLD PRESS

- **SumoSalad Cold Pressed Juice**



Sumo Cold Pressed Juices are free from preservatives with no nasties added—just all the goodness of fresh fruit and vegetables... [Read more](#)

- **Coldpress Expands UK Distribution Of On-The-Go Juices**

The benefits of Coldpress juices for retailers include a longer shelf life that means minimal waste and increased profits, plus the... [Read more](#)

How is the situation in Egypt?



Caliente Launches Line of Juice Drinks with Chilli Extract

The drink contains the chilli extract capsaicin, which triggers the release of endorphins to offer consumers "a natural kick... [Read more](#)



Welch's Concord Launches Grape Juice Concentrate across Mainland Europe

Today, grape is the 4th most popular 100% juice flavour in the US and a firm family favourite...

Melon Juice Extract Reduces Cellulite On Thighs (but not stomach) (Study)

Melon juice concentrate reduces cellulite on thighs, according to a recent study by French ingredient supplier Bionov... [Read more](#)



Families, Parents Key To \$25 Billion USA Tea Market



In light of their elevated instant and ready-to-drink (RTD) tea household penetration and usage frequency, families have emerged as a key demographic shaping the \$25 billion the USA tea market, according to market research publisher Packaged Facts... [Read more](#)

Health and Wellness Trend Boosting Global Iced Tea Consumption

Global iced and RTD tea consumption volumes are expected to reach over 37bn litres in 2015...

[Read more](#)



Stevia Breakthrough Crafted Just for Tea (*PureCircle*) (*Company profile*) [Read more](#)



Honest Tea Annual Mission Report

Honest Tea launched an interactive map detailing where ingredients used in its products are sourced... [Read more](#)

Titan Tea Honey Green Tea and 50/50 Lemonade & Black Tea [Read more](#)



We Are Tea Introduces Extensive Range of Ethically Sourced Tea

from reusable loose-leaf tea caddies to pyramid whole-leaf teabags... [Read more](#)



'People Are Really Excited to See Something New in Coffee': Press'd Launches Liquid Coffee Concentrate In Portable Squeezable Bottle

Press'd – an Arabica coffee liquid concentrate in a pocket-sized squeezable bottle – says it sees a gap in the market for a better quality convenience option... [Read more](#)



Percol Coffee Unveils New Instant Coffee for Cancer Research UK [Read more](#)



Hotshot Introduces "Grab And Go" Hot Coffee in a Can Form [Read more](#)

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