

Wednesday 18 Nov 2009

and Ni conference programmes today

Overview of today's sessions
from an impressive line-up of
experts. There may still be
spaces left if you hurry!

page 19

Exhibitor Listing

A listing of more than 1,200
exhibitors with stand numbers.

page 21

Floor Plan

The exhibition floors mapped
to help you find the stands,
conferences and seminars you'd
like to visit today.

page 21

Visit The New Product Zone

See the latest innovations from
the leading suppliers.

page 46

Seminars Today

A multitude of topics from an
array of different speakers.

page 46

Midnight Session

Watch a creative chef in action,
and get some inspiration!

page 46

Published by

INTERNATIONAL FOOD
INGREDIENTS

Opening hours:
10.00 - 18.00

FiE Excellence Awards results!

Speculation over which of the 13 shortlisted ingredients would take home silverware in this year's Food Ingredients Excellence Awards ended last night.

At a glittering awards ceremony presented by former MTV presenter Kristiane Backer, National Starch Food Innovation was crowned the overall winner of the 2009 awards, scooping the coveted Fi Excellence Innovation of the Year Award for its ingredient N-Dulge FR – a co-texturiser which enables the amount of butter, margarine or shortening used in cake recipes to be reduced by 75%.

Explaining the panel's decision, Henry Dixon, Chair of Judges, said: "The judges quickly identified two front runners for this award. Both really impressed us with the quality of their thinking, the innovation of their technology and their understanding of the applications in which their customers would benefit.

"In our final analysis we looked for an ingredient that not only benefited the manufacturer and retailer but that also held out the promise of helping consumers overcome a



Winners of the Excellence Award, (l-r) National Starch's Simon Adderley, Alison Knight and Laurent Guerindon with chief of judges Henry Dixon and Kristiane Backer

real and significant challenge."

Alison Knight, technical service manager, Northern Europe, with National Starch Food Innovation, said: "We are thrilled. N-Dulge FR is a product that we've really believed in and to gain this recognition from the industry is truly amazing."

In addition to the overall 'Innovation of the Year' accolade, for the first time this year, there were five category specific awards.

National Starch fended off competition from J Rettenmaier & Söhne to win Bakery Innovation of the Year.

Chr Hansen also celebrated a



Winner of the Savoury/Meat and Dairy Awards David Stroo of Chr Hansen with UBM's Greg Cherry and Kristiane Backer

double coup, winning Savoury/Meat Innovation of the Year for Bactoferm Rubis, and Dairy Innovation of the Year for CHY-MAX M. Bactoferm Rubis solves the problem of oxidation in packaged meats naturally thanks to its ability to consume oxygen, while CHY-MAX M delivers reduced costs-in-use, better process control, improved flavour and increased shelf life in dairy applications.

Scooping Confectionery Innovation of the Year was Fuji Oil Europe's Redusat, which contains half the amount of saturates as normal saturated fats, but main-

tains the same structure.

Lastly, the Snacks/On category was won by Lyc Culinar AB, with Culinax, flavouring system for 'difficult flavour' products.

"For the first year we had winners of five categories gratefully," said Dixon. "In case we have been impressed by the efforts of this marvellous try to come up with innovative exciting ideas, concepts and ingredients, that help the industry and their customers."

Event director Greg Cherry said that the success of the awards prompted the organisers to introduce two new categories.

"In the context of the 2010 International Year of Biodiversity next year we will be launching the Ethical BioTrade award for ethical sourcing, a joint venture with the International Union of Food Science and Technology," said Dixon.

"We will also be launching a search for the young scientist of the year, together with the achievement award run in conjunction with IUFoST (the International Union of Food Science and Technology) and we hope many of you will take part in all of these in the coming year."

Fi Asia Philippines confirmed

UBM International Media confirmed yesterday that it will launch Fi Asia Philippines in 2011. The move represents a further extension of the company's successful portfolio of Fi Asia events held in major cities around the continent – and is described as 'part of the company's larger mission to be the industry's premiere business platform in the ASEAN region'.

There are already events running in Bangkok, Jakarta, Ho Chi Minh City. Fi Asia Philippines will launch in Manila, Spring 2011, in

partnership with the Philippine Association of Food Technologists (PAFT).

"We are delighted to have entered a partnership with the PAFT" said Vincent Brain, event manager for UBM. "The Philippines is a key growth market for food production and contains some of the big names in processing such as Universal Robina Corporation, RFM Corporation, and, of course, San Miguel."

The cooperation with the PAFT is especially timely as Fi Asia

Philippines will take place alongside the 50th anniversary of the PAFT conference, which expects to attract around 1,000 delegates from across the regional food business.

"The organiser's decision to bring Fi Asia to the Philippines will be excellent for the Filipino food business" said Marty Panganiban, president of the PAFT.

"The organisers of Fi Asia have been generous in their help in attracting and funding top level speakers for the anniversary edition of our conference," Panganiban added. "As well as knowledge sharing, the presence

of Fi Asia Philippines in Manila will also aid the commercial development of the food business in the Philippines and throughout East Asia."

The Philippines offers considerable commercial opportunities for ingredients suppliers. The country is a vital contributor to the economy with food production accounting for 40% of national GDP.

Fi Asia Philippines will take place at the Manila World Trade Centre. For information on shows in the region, contact event manager Vincent Brain on +31 346 559 444 or vincent.brain@ubm.com.



Kerry Ingredients & Flavours

'enhanced functionality solutions'

Kerry develop, manufacture and deliver technology based ingredients

reduced-fat recipes



value, offers cost-saving, calorie-reduction and – naturally – fibre-enrichment opportunities.

The company cites the example of Sana-cel oat fibre, which can increase moisture and shelf-life in reduced-fat sponge cakes and muffins, even giving them an indulgent, 'buttery or eggy' appearance.

Blind tasting trials have been carried out comparing 'standard' muffins with reduced-fat-and-sugar versions, plus versions of the latter with added fibres and other ingredients to enhance sweetness and mouthfeel. Results showed that the reduced-fat-with-added-fibre versions were as good to eat as the control, says the company.

As well as baked goods (including white bread), the range of fibres can be usefully applied to baked chocolate, fruit and other fillings, meat applications to help improve texture and yield, extruded cereals and snacks, biscuits, crackers and pasta.

Other products being shown for the first time include the sodium-free leavening acid Cal-Rise and BakeShure encapsulated ingredients, which offer shelf-life and quality improvements, says S Black. New enzymes include products which help speed up extraction and increase yield and stability in fruit juice production.

8M25

Black is giving FIE experience the applied expanded range

range now includes cellulose, inulin and xanthan gum opportunities improved performance-turising agents, thickening agents or stabilising agents, S

range, with almost minimal calorific

Spice up production with Kutas

Mediterranean herbs never go out of fashion and are some of the most versatile, finding their way into products ranging from soups and stews, to snacks, ready meals and salad dressings. Manufacturers looking to source Mediterranean herbs and spices may be interested in finding out what Turkish company Kutas has to offer.

Kutas Agro, a subsidiary of Kutas, is responsible for one of the world's largest commercial oregano cultivations. It has its own dehydration facilities, custom harvesting machines and 3,000km of computer controlled drip irrigation piping. Kutas' facilities are BRC, AIB, ISO, organic and kosher certified, its laboratories are accredited by external organisations and all its products are supplied with full specification guarantees.

Safe Spice, another Kutas company,

claims to be at the forefront of steam sterilised herbs and spices. Spices and herbs are steam sterilised to decontaminate them and prevent them from deteriorating prematurely. Advanced steam sterilisation, plus sterile milling and blending facilities with a daily capacity of 72 tons, enable Safe Spice to sterilise six tons of herbs or spices in 20 minutes.

Safe Spice also has processing, warehousing and distribution facilities that enable it to provide customers with full traceability and full microbiological guarantees for its products.

Safe Spice's facilities are BRC, AIB, organic and kosher certified, plus the microbiology laboratory is CLAS accredited by Campden & Chorleywood Food and Research Association Group for ISO17025 methods. 9A30

Lesaffre's new generation yeast

Despite being one of the most established health ingredients, probiotics are still one of the most popular when it comes to functional foods.

With this in mind, Lesaffre Human Care is launching a 'second generation' probiotic yeast at FIE this year. The yeast is the result of five years of R&D and has been the subject of a large scale clinical trial, says the company. Lesaffre is about to submit a health claim file for the yeast to the EFSA (European Food Safety Authority).

Yeast probiotics are complementary to bacteria probiotics, with applications in dietary supplements and functional foods. Lesaffre has for some time offered yeast probiotic *Sacharomyces cerevisiae boulardii*, a probiotic which helps to provide intestinal comfort and maintain intestinal flora as well as reducing the risk of antibiotic-associated and traveller's diarrhoea.

Lesaffre is working with the company CapAble to add *Sacharomyces cerevisiae boulardii* into beverages. The yeast is stored in a sealed bottle cap and released by consumers into their beverage at the time of consumption.

Anti-aging is another focus area for functional foods, and Lesaffre has a yeast extract containing 5% reduced glutathione (8% equivalent glutathione) that meets this demand.



Despite the documented role of glutathione in age and cellular oxidation, there is no recommended daily intake for this tripeptide. In the body, the synthesis of glutathione is limited by cysteine, a sulphur-containing amino acid. Humans need a significant amount of cysteine to ensure the synthesis of glutathione. Lesaffre's yeast extract Lyntside YE Glutathione (GSH) is rich in reduced glutathione and in its precursors (γ Glu-Cys, Cys) and contains the essential amino acids to maintain optimum glutathione level in humans.

8E39

Food Solutions for the Food Industry

Food ingredients is the place to go for innovative solutions for trendy food products. We offer you the best class food ingredients and superior service.

In a changing world of food, UNIVAR Food Ingredients strives to be at the cutting edge. Thanks to our in-depth knowledge of the food and our specialised R&D food experts can help you modify, in all aspects of food production: taste, texture, mouth feel, and simple appeal.

UNIVAR Food Ingredients serves your needs from a wide window for exciting new emerging applications through partnerships with many of the leading food producers.

We generate unique solutions to address pressing issues to help you gain a competitive edge.

For more information, please visit www.univareurope.com or email info@univareurope.com

22 in hall 8

UNIVAR
Food Ingredients



Fortitech gives your brain a tonic

Responding to the growing consumer interest in personalised nutrition, Fortitech is featuring samples on its stand – including a brain tonic, nutri-cosmetic liquorice and immunity-boosting ice cream – that the company says demonstrate its ability to fortify virtually any product application with a variety of nutrients that can target specific health concerns.

Fortitech says that it has helped manufacturers introduce or improve over 30,000 products offering health and wellness benefits to consumers worldwide, and that its ability to source over 1,400 ingredients enables it to dedicate itself to the development and manufacturing of custom nutrient premixes. These premixes have, the company says, addressed numerous health conditions – and these premixes meet, or in many cases exceed, indus-

Fortitech premixes integrate functional ingredients from a comprehensive selection of vitamins, minerals, amino acids, nucleotides and nutraceuticals used in a variety of applications ranging from baby formulas and cereals to sports drinks and spreads. Fortitech says that its expertise resides in formulation, focusing on delivering three key elements of successful premixes: they do not affect taste, stability and texture of the finished product.

The company also has information available on its World Initiative for Nutrition (WIN). This business unit, says the company, expands Fortitech's mission to partner with the many groups and organisations already dedicated to eliminating vitamin and mineral malnutrition, which affects no fewer than two billion people worldwide.