

FOOD

BUSINESS

GULF & MIDDLE EAST

28

**USA CHEESE GUILD LAUNCHES
THE USA CHEESEBOARD APP**

34

**FISH FOCUS - BRING YOUR
BEST PRODUCTS TO MARKET**

38

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CONTENTS

FOOD BUSINESS GULF & MIDDLE EAST



NEWS	04
FRUIT ATTRACTION PREVIEW	20
FREE FROM FOOD DUBAI PREVIEW	22
SAUDI AGRICULTURE PREVIEW	23
TUTTOFOOD REVIEW	26
USA CHEESE	28
DAIRY INGREDIENTS	30
INGREDIENTS	32
FOOD COLOR	33
FOOD PROCESSING	34
SNACKS PROCESSING	37
PACKAGING	38
FOOD SANITIZATION	41
BEVERAGES	42
PLANT-BASED BEVERAGES	44
FRUITS	45
WALNUTS	46
SEAFOOD	48

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Food Business Gulf & Middle East is designed to serve the fast growing Food, Fresh Produce, Ingredients, Bakery, Hotel, Hypermarkets, Restaurants & Catering industries in the Gulf and Middle East region by providing the expert information to our readers in our four comprehensive issues in a year. It is circulated throughout Middle East region and worldwide in addition to the extra distribution at various food, catering & hotel events, fresh and perishable shows. The magazine provides editorial coverage on a wide range of topics which are of interest to industry professionals.

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CHEF'S RECOMMENDATION

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SAUDI ARABIAN CHEFS TAKE PART IN EUROPEAN BUTTER MASTERCLASS

The European Union and the French Dairy Board, has hosted three workshops in Saudi Arabia, in Jeddah and Riyadh, where more than 60 junior chefs and F&B professionals from renowned local hotels and restaurants were given the opportunity to learn more about French butter and improve their skills using the golden ingredient.

Chef Dimitri Esposito, Executive Pastry Chef at Jumeirah Al Qasr Hotel, Dubai, shared several innovative recipes showcasing new techniques with different approaches to using butter. The recipes were modernised versions

of famous French delicacies such as Salted Caramel Eclair, Raspberry and Rosewater Sable Breton and French Toast Crème Brûlée.

As part of the workshop, chefs learned more about French butter's journey, with an emphasis on nurture and nature. From milking happy, healthy grass-fed cows at the farm to the unique churning process and finally to the butter served on tables worldwide.

Each chef attending the workshop enjoyed the various recipes they had prepared and received certification from the

French Dairy Board, highlighting their understanding of French butter and its many uses.

The initiative by the European Union, which has also seen similar workshops in the UAE, Kuwait and Lebanon, coincides with the Saudi Vision 2030 as the country looks to diversify its economy, with tourism one of the main threads and the restaurant industry being an essential element. Saudi Arabia is increasingly seeing more interest from chefs looking to improve their techniques and, as such, an increase in demand for quality ingredients such as French Butter.

GET YOUR TICKETS TO ASIA FRUIT LOGISTICA

ASIA FRUIT LOGISTICA, the leading trade show for Asia's fresh fruit and vegetable industry, returns to AsiaWorld-Expo in Hong Kong on 6-8 September 2023.

Thousands of high-quality trade visitors and top buyers from fresh produce industry supply chain will attend ASIA FRUIT LOGISTICA to discover an array of products and services, including fresh produce, technology, machinery, and logistics.

Exhibitors from 38 different countries and regions have already registered to showcase their products and services at the show. Big brands and key players from across the global fresh produce business all gather in ONE place – ASIA FRUIT LOGISTICA.

Some 22 industry associations and entities will have national or regional pavilions, including Australia, Belgium, Brazil, Canada, Chile, China, Ecuador, Egypt, France, Germany, Italy, Malaysia,

Moldova, the Netherlands, New Zealand, Peru, South Africa, South Korea, Spain, Turkey, USA and Vietnam.

ASIA FRUIT LOGISTICA brings together leading players from across the global fresh produce business and every step of the value chain. The exhibitor line-up features top names and brands in the business, including Aomori, BayWa Global Produce, T&G Global, Capespan, ClemenGold, Costa, Del Monte, Dole Asia, Goodfarmer, Jinggold, Joy Wing Mau, Mission Produce, Pagoda, Pink Lady, Rockit Apple, Rijk Zwaan, Valleyfresh, WayCool Foods and Zespri among others.

Buy your tickets online now to save up to 40% compared with registering onsite and skip the queues in Hong Kong. Tickets are available to purchase at the online Ticketshop:

www.asiafruitlogistica.com/buy-your-tickets/



GLOBAL HEAVYWEIGHTS JOIN INFLAVOUR SPEAKER ROSTER TO HELP RESHAPE REGIONAL F&B ECOSYSTEM THIS OCTOBER

InFlavour, the world's newest food and hospitality show in partnership with the Saudi Ministry of Environment, Water & Agriculture, will feature a stellar speaker line-up for its inaugural edition at Riyadh International Exhibition & Convention Centre from October 29-31.

His Royal Highness Prince Khaled bin Alwaleed Al Saud, CEO of investment group KBW, will join celebrity chefs Marco Pierre White and Manal Al Alem on the powerful line-up of conference speakers, with the star power trio complemented by a host of industry leaders

from companies such as Big Idea Drinks, Ossiano, and Kitopi, the world's leading multibrand restaurant and tech unicorn.

Often considered the 'Godfather of Modern Cooking', Marco Pierre White is a passionate advocate for the F&B industry's ongoing maturity and progression. He said it is "an honour and a privilege" to headline the first InFlavour event.

"To be involved in the launch of Saudi Arabia's first F&B event is incredibly exciting, not only because InFlavour promises to greatly accelerate the Kingdom's

burgeoning food sector but, with government-backing, it is also clearly serious about improving food security and inspiring industry innovation across local and international businesses," White said.

"Middle Eastern cuisine is all about coming together, sharing, socialising, and indulging – and that is what I see InFlavour bringing to the table. When you combine international knowledge, local insights, technology, and cuisine, amazing things can happen. Given the list of expert speakers that I have seen so far, expectations should be sky high."



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EUROPEAN ORGANIC CHERRY JUICE FROM BULGARIA: A TASTE OF NATURE'S FINEST

When it comes to organic beverages, European countries have long been recognized for their commitment to quality and sustainability. Among the myriad of delightful organic options available, Bulgarian cherry juice stands out as a tantalizing elixir that captures the essence of nature's bounty. Bursting with flavor and brimming with health benefits, this European organic cherry juice from Bulgaria has gained popularity for its exceptional taste and organic credentials. In this article, we will explore the unique qualities of Bulgarian cherry juice, highlighting its origins, production methods, and the benefits it offers.

Nestled in the heart of the Balkan Peninsula, Bulgaria boasts

a fertile landscape renowned for its abundant cherry orchards. The country's favorable climate, with its hot summers and mild winters, provides the perfect conditions for cherry trees to thrive. Bulgarian cherries have a long-standing reputation for their exceptional taste, fragrance, and vibrant color. Cherished by locals for generations, these cherries have now become the main ingredient in the country's organic cherry juice production.

Bulgarian cherry juice owes its distinction to the country's commitment to organic farming practices. Organic farmers in Bulgaria prioritize sustainability and environmental stewardship, ensuring that no harmful chemicals or pesticides are used

in the cultivation process. Instead, they employ natural techniques, such as crop rotation, companion planting, and organic fertilizers, to maintain the health and vitality of the cherry orchards.

Beyond its health benefits, European organic cherry juice from Bulgaria is incredibly versatile in the kitchen. Its deep, fruity flavor adds a delightful twist to a variety of culinary creations. The juice can be enjoyed on its own as a refreshing beverage, or used as a base for smoothies, cocktails, and mocktails. It can also be incorporated into sauces, dressings, and desserts, adding a tangy and sweet element that complements both savory and sweet dishes.

FPS FOOD PROCESS SOLUTIONS OPENS MIDDLE EAST/AFRICA HUB IN MOROCCO

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FPS Food Process Solutions ("FPS"), a global leader in turn-key freezing and cooling equipment, opens a new Middle East/Africa

retrofits.

"Capitalizing on this entry point into the market gives both

(MEA) office in the port facility of Tanger Med, Morocco. The FPS MEA office will act as a hub for business activities as it offers full logistics and operational efficiency for the Middle East/Africa region – a value-added benefit for FPS customers. This includes the provision of sales, parts, service and

FPS and customers world-class hub services and huge savings that only the Tanger Hub Port Facility can provide. By utilizing the Hub's infrastructure, we can reduce costs, provide greater efficiency and still meet world class standards. This will only help to meet customer expectations, a massive benefit for both sides," stated Jeffrey Chang, President, FPS Food Process Solutions Corp.

Established in 2010, FPS has a combined 640,000 sq ft (59,458 sq. meters) of space in 16 locations including its Canadian headquarters, manufacturing and warehouse facilities as well as international sales offices across five continents. For more information, go to www.fpscorp.ca

ALPRO LAUNCHES NEW IMPROVED BARISTA OAT DRINK IN THE UAE

Alpro, a forerunner in plant-based nutrition, has re-launched its widely popular Barista Oat drink with a new formula that delivers a creamier taste and superior micro-foam. Voted the best for coffee by baristas, the new and improved Barista Oat drink is a 100% plant-based, dairy-free milk alternative for anyone who loves great coffee and is passionate about healthy, sustainable food choices.

Alpro has witnessed rising consumer demand for its vegan drinks, driven by consumer awareness about sustainable business practices and conscious nutrition. The global market for plant-based drinks in 2021 was valued at USD 35 billion, and it is anticipated to touch USD 123.1 billion by 2030 at a 15% CAGR.

Created by baristas for baristas, Alpro Barista Oat drink was launched with partners and coffee masters Damian Burgess and Merijn Gijsbers, at Dubai's RAW Coffee Company. The launch event packed a whole day's worth of café culture curated for guests to explore. Coffee lovers tried out delicious new recipes with their favourite brews.

The mild taste of the Alpro Barista Oat drink brings out the very best in coffee beans no matter how the coffee is brewed – whether frothy or flat, piping hot or poured over ice. Alpro Barista Oat

also contains only naturally occurring sugars and is a rich source of vitamins D and B12. Because it is naturally lactose free, it is also good for the planet.

Antoine Moukarsel, Head of Marketing, Middle East and Plant-Based and Waters lead at Danone, said: "Consumers are increasingly making more responsible choices when it comes to their food. And in response to their demand, we are delighted to bring a refreshed recipe of our hugely popular 100% plant-based Barista Oat drink, loved by coffee connoisseurs as a rich, flavourful, lactose-free alternative for their daily cuppa. UAE consumers, who are passionate about food and fitness – are sure to make it a part of their coffee ritual and support wholly plant-based foods that are both healthy and sustainable."

As a pioneer in plant-based products, Alpro continues to show its commitment to reducing its environmental footprint. The brand has significantly reduced its carbon emissions by over 35% per product between 2010 and 2020.

Alpro also offers three other plant-based drinks– Barista Almond, Barista Soya and Barista Coconut – alongside a range of lactose-free foods, like yoghurt, protein drinks and desserts.

"Let's mix up something good!"



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NUTRICALC® LAUNCHES OFFICIAL NUTRITION REPORT FOR GCC REGION

UK-based NutriCalc®, the industry-standard professional nutrition calculation & labelling software pioneered over 30 years ago, has launched a GCC Region Nutrition Report feature for food & beverage businesses exporting to or trading within, the Arab States of the Gulf (GCC).

The GCC Nutrition Report helps businesses to ensure their compliance with the latest GSO food legislation guidelines for the region.

Drawing upon three decades of experience servicing thousands of leading food & beverage clients internationally, to produce millions of recipes – as well as the founder's previous food science expertise running a recipe nutrition analysis laboratory for ten years – NutriCalc provides data of unrivalled accuracy

and quality for more than 12,000 carefully verified international ingredients.

NutriCalc features the UK's McCance & Widdowson data files, which have been enhanced to deliver the most comprehensive results possible, and the USA's USDA files. It also contains unique supplementary ingredients, including manufacturing aids such as citric acid, and allows clients to enter their own custom ingredients.

The GCC Nutrition Report provides a GSO-compliant full nutrient table with analysis of nutrients per 100g / per serving, plus % Daily Values per 100g / per serving.

NutriCalc clients can add their own custom-named allergens to use in their ingredient list instead of / in addition to the UK / EU standard 14

allergens already highlightable. The ingredients, including allergens, can be exported in editable text format for incorporating in product label packaging and translation to Arabic.

NutriCalc appreciates that time is money and that clients are often working to tight deadlines to produce their nutrition information. With this in mind, from the outset the software has been designed to be easy to use as well as providing instant results.

Exclusive, intelligent built-in automated checks flag to users if there could potentially be an allergen, recipe input, or supplier ingredient-related error during the calculation process before it could cost a business money or vital reputation due to a fatal breach of food safety labelling and / or an expensive product recall.

HARD CHEESES IN CUBES FOR ADDING FLAVOUR TO SUMMER DISHES FROM THE FOOD INDUSTRY

Cheese cubes are undoubtedly an essential product for the food industry, especially in summer, when demand focuses on fresh and flavourful ready meals. Particularly versatile, they have a wide range of uses paired with trays of cured meats and carpaccio to various types of rice or pasta salads, or as an ingredient in savoury tarts.

Thanks to its extensive expertise in selecting, cutting and packaging a wide assortment of hard cheeses, DalterFood Group has a wide range that can enhance and add flavour to every dish, starting from Parmigiano Reggiano, which is recognised and enjoyed all around the world. Representing Italian agri-food

heritage and a region's typical characteristics and traditions, produced from an integrated, controlled and sustainable supply chain, this cheese is made at the two mountain cheese factories owned by the company, Colline di Selvapiana e Canossa and Colline del Cigarello e Canossa (RE).

Another PDO product in Dalter's portfolio is Grana Padano: as one of the most iconic Italian cheeses, with its delicate flavour and aroma, it is great for serving with many classic or original ready meals.

The offer is enhanced by two other hard cheeses, Spinoro and



Pastamore, made with microbial rennet so they are also suitable for enriching a simple green salad or one just made from vegetables, making them complete, delicious dishes.

MANE KANCOR LAUNCHES ITS LARGEST MANUFACTURING FACILITY

Mane Kancor launched its biggest manufacturing facility on the 20th of May at Byadgi, Karnataka, India. The new beginning was initiated jointly by Mr. Jean Mane, President, Mane Group and Dr. Geemon Korah, Executive Director and CEO of Mane Kancor. The facility, which spreads around 50 acres of land, will generate more employment and create indirect opportunities for many people, including farmers.

While talking about the features of the new facility Mr. Mane elaborated, "Our vision is to

consolidate the bulk production in a single location to simplify processes and ensure efficient management. We are all the more glad about the launch as it will raise the production capacity of the company fourfold along with a 50 percent rise in direct employment. Also, will be generating opportunities for more than 10,000 people including farmers across four states – Karnataka, Andhra Pradesh, Telangana and Kerala. Interestingly, the new plant occupies just one-third of the land in Byadgi. Hence, our scope for

expansion is higher."

The new facility in Byadgi, the main growing belt for high colour varieties of chilli, will fall under the Make-In-India programme of the government of India. The continuous extraction facility and the modern technologies incorporated here will ensure best process efficiencies. Additionally, the facility contains a super-critical fluid extraction plant that uses carbon dioxide as an extraction medium. This is a much more greener process and is organic compliant.

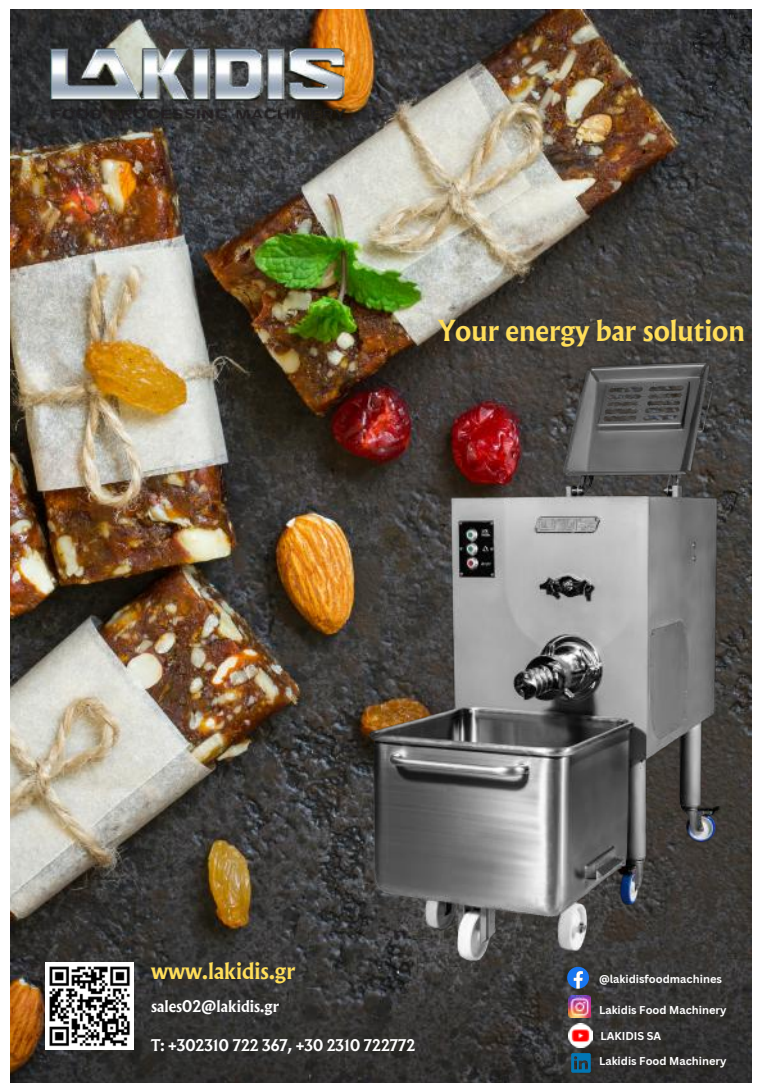
HORTI AGRI NEXT MEA 2023: THE COMPLETE SEED TO FOOD SHOW

The first edition of Horti Agri Next MEA 2023 is set to take place from November 20-22 at the ADNEC venue in Abu Dhabi.

Horti Agri Next is a new premier trade show for horticulture and agriculture industries. It offers comprehensive educational conferences, highlights the latest products, innovations, and advancements in various fields including food production, landscaping, crop harvesting and processing, and new enhancing technologies.

Co-located with VIV MEA 2023, the premier show in livestock production, animal husbandry, and related sectors, this event offers a comprehensive representation of the entire agriculture industry supply chain, both vertically and horizontally.

Don't miss this opportunity to experience the full spectrum of the agriculture industry and expand your network of contacts. Register your visit now! Your entry badge will give you free access to both Horti Agri Next MEA 2023 and VIV MEA 2023.



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PROGNOSFRUIT DATA, VOG FORECASTS GREATER QUALITY AND A DYNAMIC START TO THE SEASON

The VOG Consortium, one of Europe's leading apple producers, is expecting to enjoy a positive start to the season. This optimism is based on the European production forecasts released by Prognosfruit, which point to a fall in volumes all over the continent. This, together with the predicted increase in quality of the harvest of the 4,600 VOG members, has raised hopes of a dynamic and vibrant start to the season following the difficulties of last year.

VOG CEO Walter Pardatscher had the following to say about Prognosfruit's findings: "First of all – he explains – it is important to remember that these figures are only part of the picture and must be interpreted. Rather than concentrating on quantities, together with our customers we want to focus on category management so we can offer consumers the best possible assortment all year round."

According to the forecasts, the situation is showing signs of improvement. "The European apple harvest is expected to amount to around 11.4 million tonnes, below last year's production level – continues Pardatscher, CEO of VOG – The market seems to be relatively empty and this could result in greater market stability. The challenge remains that of general apple consumption. Faced with rising costs, we and all other producers have to secure higher levels of demand in order to increase our prices and guarantee the survival of our growers."

According to Klaus Hölzl, Sales Manager at VOG, interesting opportunities could arise on the European market. "Italian apple production is in line with recent years at 2.1 million tonnes and France and Spain predict a slightly bigger harvest, but Germany and

the Benelux countries anticipate lower yields – explains Hölzl – Given the limited local offer expected in our export destinations on the continent, this year could be more interesting for Italian apples. Nevertheless, it is important to diversify our markets and grow exports also outside of Europe."

"The diversification of our markets is important and stems from our ability to offer the right apple for every need, all year round – confirms Hannes Tauber, VOG Marketing Manager – For this reason we support our partners in Italy and the world with a wide array of varieties and brands that also enable shops to broaden their ranges. With our brand diversification and innovative sector marketing campaigns, we aim to drive up the consumption of both apples and fruit and vegetables in general."

MELODEA'S SUSTAINABLE BARRIER COATING BOOSTS FOOD PACKAGING RECYCLABILITY

Melodea, Ltd., a leading sustainable barrier coatings producer for packaging, introduces its newest innovation, MelOx NGen™. MelOx NGen is a high-performance barrier product specifically engineered to allow for the recyclability of plastic food packaging and beyond. In addition to its excellent eco-profile, the new barrier has proven superior in its key role of maintaining food freshness and substantially reducing plastic waste.

MelOx NGen is a water-based, plant-sourced coating designed to line the inside

surface of numerous forms of plastic food packaging such as films, pouches, bags, lidding, and blister packs used to house CPG products and is currently being rolled out to the global plastic industry. Approved by FDA and BfR as compatible for food contact, the coating helps protect and extend the shelf-life of foods such as snacks, confectionary, nutrition bars, meats, and dairy products as well as pharmaceuticals.

Melox NGen is a new iteration of Melodea's award-winning bio-based and renewable material MelOx for paper packaging

but designed specifically for use on plastic. Used to line packaging as a transparent layer, it offers a sustainable and cost-effective alternative to petroleum-based Ethyl Vinyl Alcohol copolymers; - EVOH which are currently widely used in packaging for its food preservation properties as well met-PET plastic materials commonly used to produce lids.



CSB FOOD BUSINESS SPECIAL TO SHOWCASE SMART FOOD PRODUCTION

A series of events this autumn, held under the 'CSB Food Business Special' banner, will provide the ideal showcase for food and drink IT specialist CSB-System to outline the latest trends and developments and demonstrate its capabilities in the continuing digitalization of food businesses.

As well as attending the international food exhibitions, Anuga and the World Meat Congress, CSB will be organizing a series of special Food Business Tours and holding a dedicated CSB Tech Day at its headquarters in Geilenkirchen, Germany.

The CSB Food Business Special kicks off with CSB's participation at Anuga in Cologne from 7th to 11th October. The company will unveil a new stand design at stand C61/B60 in Hall 7.1 to showcase the wide variety of CSB software that is being used at leading food companies around the globe.

CSB's experts will be on hand to demonstrate the latest solutions for the challenges that the food industry is currently facing. These include Smart Management to create transparency and make better decisions; Smart Factory to deliver better process in production and logistics and secure profitability; the use of digitalization as a growth driver; and how to improve risk management and

enhance business resilience.

Alongside Anuga, CSB will also be running dedicated tours to a selection of leading food businesses to enable prospective customers to see first-hand what the companies have achieved using ERP systems from CSB. Visitors will have the opportunity to speak directly with the decision-makers and discuss the benefits of digitalization and automation. Participants will get an up-close look into the digitalized processes, encompassing materials warehousing, production and innovative digital sales channels. The Food Business Tours take place between October 9th and 13th.

In addition, in collaboration with Espera, Ecoma, Kawasaki and Videojet, the CSB Tech Day on October 10th in Geilenkirchen features new solutions for the processes of recognition & sorting, packaging, price labelling, and palletizing. The partners will bring their respective core competences in a live demonstration of the interplay between hardware and software.

At the CSB Smart Factory, new solutions for key processes in the food industry will be shown, such as optimized weigh price labelling, cutting-edge image processing systems for the recognition and sorting of raw materials, and a Pick & Place robot.

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KERRY OPENS NEW MANUFACTURING SITE IN INDONESIA TO CREATE AUTHENTIC ASIAN TASTES FOR SOUTHEAST ASIA

Kerry, a world leading provider of taste and nutrition solutions, officially opened a new state-of-the-art taste manufacturing facility in Karawang, West Java, Indonesia. This new €30 million 50,000m² facility significantly expands Kerry's taste offering in Southeast Asia (SEA) by delivering quality products with delicious Asian flavours to its fast-growing markets.

The facility is the company's largest greenfield investment in SEA and largest capital investment in the region. It will encompass a flavour manufacturing site, research

and development pilot plant, and a sampling hub. Its wide range of flavour technologies will enable local culinary driven authentic taste inspired by popular local and traditional cuisines such as soto ayam, a comfort food of chicken soup spiced with turmeric and balado, a well-loved Indonesian spice mix. The Karawang facility will support Kerry's food and beverage systems across all food categories, including Beverage, Snacks, and Bakery, which are among the company's fastest growing end use markets.

As part of Kerry's Beyond the Horizon sustainability strategy, the company has prioritised sustainability initiatives across the entire facility. This includes an on-site wastewater treatment plant — this will achieve new standards in the consumption of energy and water with significantly lower CO₂ emissions, and no waste to landfill, computerised climate control to allow data collection for improved efficiency, local sourcing where possible, and all utility equipment has been designed to the latest energy efficiency standards.

LORYMA LAUNCHES E NUMBER-FREE ADHESION STARCH

The clean-label, wheat-derived, native adhesion starch from food ingredients specialist Loryma stands out from other such products on the market because it is not modified and does not need an E number. Thanks to an innovative production process, Lory® Starch Saphir pure is as efficient as conventional modified starches, and provides optimum adhesion properties for all types of substrate

coatings.

By simply declaring it as "wheat starch", the adhesion starch meets current consumer preference for an easy-to-understand ingredient list without E numbers. This product is a superior version of Lory® Starch Saphir and replaces it in the Loryma range.

Lory® Starch Saphir pure has excellent adhesion properties and forms vapour permeable films. This allows steam to

escape through the coating, which binds optimally to various substrates such as meat, fish or plant-based alternatives. There are also no air bubbles or crumbling of the coating. Used as a functional

ingredient in batter and tempura or as a pre-dust, Lory® Starch Saphir pure provides a crispy surface while reducing fat absorption in the fryer. The wheat starch itself is neutral in taste and has a low viscosity, making it easy to use.

Dr Markus Wydra, Head of Research & Development Starches & Proteins at the Crespel & Deiters Gorup, was involved in product development and explains: "Until now, manufacturers have had no choice but to forego the use of adhesion starches and their associated benefits if they wanted to declare their product free of E numbers. With the introduction of Lory® Starch Saphir pure, however, we have developed a highly functional wheat-based solution that contributes significantly to a perfectly crisp breading."



MUNTERS INITIATES STRATEGIC REVIEW OF EQUIPMENT OFFERING IN FOODTECH

Munters has decided to accelerate the focus on digital growth in FoodTech. Therefore, a strategic review of the equipment offering has been initiated. The strategic review includes exploring different options and may result in partial divestments, although no such decisions have yet been taken.

Munters continuously evaluates the strategic direction as well as offering within the company's three business areas, AirTech, Data Center Technologies and FoodTech, to achieve increased long-term value creation. Therefore, Munters has

decided to accelerate the focus on digital growth (software, IoT, sensors and controllers) and to initiate a strategic review of the company's equipment offering in FoodTech. The strategic review includes exploring different options and may result in partial divestments, although no such decisions have yet been made.

"FoodTech has the ambition to become the global leader in connecting and optimizing the supply chain in the food and agriculture sector. The step we take now is an acceleration of our strategy to grow the digital business by exploring

different options for our market leading climate equipment offering," says President Business area FoodTech, Pia Brantgärde Linder.

"We aim at providing the best future opportunity both for the digital business as well as for the equipment offering in FoodTech, for the benefit of employees, customers and shareholders," says President and CEO Klas Forsström.

Munters net sales for 2022 amounted to approximately BSEK 10.4, of which the equipment sales within FoodTech accounted for approximately 16%.

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'AL ISLAMI FOODS' UNVEILS TWO INNOVATIVE PRODUCTS FOR FAMILY DELIGHTS

Al Islami Foods, a visionary in the food industry, is thrilled to introduce two innovative products created to meet the demands of busy households and individuals, redefining the way food is savoured.

The company is introducing two more irresistible products in its exclusive Fully Cooked range: the all-new - Non-Spicy Zing Chicken Nuggets and Tempura Chicken Nuggets. Al Islami takes convenience and taste to new heights, providing the exciting option of 'heat and eat,' especially for kids. Both items feature fully cooked meat, so busy households can effortlessly breeze through

meal preparations. There will be no need to break a sweat, as the chicken requires no cooking. However, those seeking a delightful twist can fry the nuggets to perfection.

The new products were created with a fusion of spices that bring on an exciting new tanginess to traditional chicken nuggets. A blend of high-quality chicken and aromatic herbs, these nuggets offer a mild and tantalising taste that is perfect for children and adults alike. In addition to the flavor profile, with Al Islami's commitment to using Real Halal meat that is 100% natural, hand slaughtered

and non-stunned, people can take comfort in knowing that these tempting snacks offer a healthy and wholesome choice for their loved ones.

"We understand the challenges faced by busy moms who strive to strike the perfect balance between convenience, taste, and nutrition. As a part of Al Islami, we envision ourselves to lead these changes in the global food industry, delivering nutritious premium real halal quality combined with the good taste and convenience," stated Zubair Ahmad, marketing and international sales director of Al Islami Foods.

PLMA'S 2023 "WORLD OF PRIVATE LABEL" CONFIRMS ITS STANDING AS THE ANNUAL GLOBAL PRIVATE LABEL EVENT

PLMA's 2023 "World of Private Label" International Trade Show, which was held 23-24 May at RAI Amsterdam, has come to a close. The show welcomed a record number of 16,000+ trade visitors from 120 countries worldwide. Attendance exceeded pre-pandemic records and confirmed that the industry is back in full force.

2650 exhibiting companies from 72 countries presented thousands of food and non-food products at the show. Exhibitors reported that, as usual at the PLMA show, visitor quality was impeccable. Many new contacts were made, meetings with existing partners took place and groundwork for future deals was laid. "After this meeting with one buyer just now, we are highly confident that we will do a

multi-million business with the company" said one exhibitor, "if you're in private label, you just cannot miss this show."

Among the main attractions were also PLMA Idea Supermarket and New Product Expo, presenting one centralised display of private label innovation and new product development. As one retailer commented: "This area is a source of information for our teams, where we can see what the industry offers, pick up new ideas and get inspired."

The event kicked off with the



well-attended pre-show seminars on Monday 22 May. For the current year 2023, private label is expected to grow with 2-3% points in Europe, with strongest growth in Eastern Europe. "Private label is having a winning momentum, so now is the time to positively connect with your shoppers", said Servé Muijres of GfK.

Next year's "World of Private Label" will be held on 28-29 May 2024.

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GOURMET DELIGHTS ON-DEMAND: CONTACT PAPRIKA'S KITCHEN FOR CORPORATE LUNCHES

Paprika Gourmet, an innovative culinary venture, is delighted to announce the launch of its premium corporate lunch service. Designed to cater to busy professionals and corporate teams, Paprika Gourmet aims to revolutionise the way businesses experience lunchtime dining.

Originally launched in Kolkata, in 2011, the kitchen aimed to position itself as a premium gourmet food brand, offering unique and high-quality products that are hard to find elsewhere. Due to overwhelming support and numerous requests in Kolkata, the brand decided to take its

culinary prowess to the vibrant city of Dubai in 2020, during the midst of the pandemic. The expansion to Dubai was an exciting journey, taking the Paprika Gourmet legacy to new heights.

Spearheaded by the visionary founder, Vidisha Bathwal, whose unwavering passion for global flavors and dedication to service excellence laid the foundation for this gastronomic venture. Despite the challenges faced by the hospitality industry during the pandemic, Paprika Gourmet managed to thrive due to its commitment to exceptional service, a diverse and enticing menu, and

a seamless blend of traditional and contemporary culinary techniques.

"I founded Paprika Gourmet with a simple yet powerful belief: that great food has the ability to create moments of joy and connection, even in the busiest of corporate settings. Our mission is to serve delightful meals that not only nourish the body but also elevate team morale and foster a sense of community within workplaces. At Paprika, we're committed to redefining the corporate lunch experience, one delicious bite at a time.", commented Vidisha Bathwal, Founder of Paprika Gourmet.

SPICES MADE IN RUSSIA ARE AVAILABLE FOR GCC CONSUMERS

The trade relations between Russia and the UAE are flourishing. Both countries make steps to establish a mutually beneficial economic partnership. Their non-oil trade has been rising, which builds a solid ground for further fruitful and sustainable cooperation.

Good Food Russia pavilion is eager to support this trend and assist Russian companies willing to enter the market of the UAE and GCC countries. The pavilion provides an opportunity to see and taste the products made in Russia to raise awareness about them and make it easier for Russian companies to find their potential B2B partners on the UAE and GCC markets.

The wide range of product categories represented in the pavilion distinguishes it from others. Only goods, which meet the highest quality standards, have the opportunity to be exhibited

there. Among them, the category of spices stands out.

The demand for spices in the UAE and GCC countries is high and continues to grow. One of the reasons is that spices traditionally play a significant role in the cuisine of these countries. In 2021, the UAE became the 7th largest importer of spices worldwide. According to Statista, the GCC spices market will continue to grow in the next four years with an annual growth rate of almost 20%.

Currently, more than 30 SKUs of spices and seasonings made in Russia, for instance, of Trapeza brand, are available on the GCC market. They include both dry and liquid spices, soup mixes, and salt with additives. The solid product line increases Russian exporters' compatibility compared to other spices producers in the market. To

meet consumer needs, Russian exporters apply the highest quality standards to their products. Now spices made in Russia are presented in well-known retail networks like Union Coop. Thus, they are available for a substantial share of the UAE population. At the same time, the affordable prices make these products stand out on the market of spices. The adequate price/quality ratio is the key to the success of Russian spices in the GCC countries.



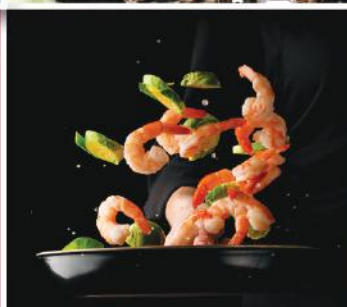
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TANMIAH FOOD COMPANY AMONGST THE LEADING COMPANIES IN ESG IN SAUDI ARABIA

Tanmiah Food Company (TADAWUL: 2281, “Tanmiah” or “The Company”), an established market leader in the provision of poultry and other meat products in Saudi Arabia, is proud to announce that it has received multiple prestigious awards recognizing its excellence in sustainability and innovation. These awards include 2023’s, Product of the Year and Forbes Top 10 Innovative Companies in Sustainability.

Zulfiqar Hamadani, CEO of Tanmiah, said, “We are honored to receive these awards, which are a testament to our employees’ hard work and dedication. By supporting the

Kingdom’s Vision 2030 initiatives to achieve sustainability goals, we have been committed to providing high-quality Halal food products that meet our consumers’ needs and preferences, while contributing to a sustainable future for our planet. We look forward to continuing to innovate, enhance our operations, and maintain our commitment to excellence in the industry while aligning with Vision 2030’s Quality of Life program.”

Demonstrating the Company’s commitment to excellence in product development and customer satisfaction, Tanmiah won the coveted Product of the Year 2023 in the Fresh Chicken

Eco-Friendly category for its Oxo-Biodegradable packaging. In addition, Tanmiah’s products have been chosen by consumers as the best in showcasing innovation and quality in their products.

Forbes has recognized Tanmiah as one of the top 10 companies in Saudi Arabia for their commitment to environmental stewardship and sustainable business practices in the supply of essential needs. This achievement underpins Tanmiah’s commitment to environmental sustainability through following a circular economy model to increase production efficiency.

SYNTEGON WINS GERMAN PACKAGING AWARD FOR GENTLE HANDLING SYSTEM IDH

For the fourth year in a row, Syntegon has won the German Packaging Prize from the German Packaging Institute (Deutsches Verpackungsinstitut e.V.). The IDH handling system convinced the jury in the “Packaging Machines” category. It highlighted the innovative picker technology, which enables manufacturers to drastically reduce the space required from

the infeed belt to the packaging machine. Despite its compact footprint, the system offers a high degree of format, pack style, and layout flexibility. “Our Intelligent Direct Handling System, or IDH, ensures both high pack style flexibility and particularly gentle handling – the latter of which also minimizes product loss”, says Daniel Bossel, Product Manager at Syntegon. “This

award shows that we are continuously contributing to innovate and sustainable packaging technology. The prize also

underlines Syntegon’s decades of robotics expertise for the food industry.”

The picker technology, which is based on innovative linear motor technology, is at the heart of the IDH. Each of the pickers can be controlled individually by a motor. Its slow and smooth movements minimize mechanical stress. Delicate products such as cookies and crackers are transported gently from the process belt into a feeder or directly into trays. The IDH pickers grip the products with minimal vacuum application. This reduces damage and product breakage – an important step in minimizing food waste while ensuring optimum line efficiency.



IFFCO GROUP STRENGTHENS PRODUCTION CAPABILITIES WITH SIDEL'S CUTTING-EDGE PET LINES IN THE MIDDLE EAST

The multinational IFFCO Group, headquartered in the United Arab Emirates, is expanding its condiments production capacity by installing Sidel's complete PET lines in the UAE and a new facility in Iraq.

Throughout the entire project, IFFCO Group has entrusted Sidel to oversee the entire turnkey line project and ensure optimal efficiency. Sidel, renowned for providing end-to-end solutions, has tailored the complete lines around their best-selling equipment, strategically placed at each crucial stage of the packaging process.

With a wide range of leading FMCG brands and an array of industry solutions and services, IFFCO Group enriches the lives of millions of consumers and customers globally. Operating in

over 100 countries, reaching customers through 80+ brands, and employing over 15,000 individuals across 49 countries, IFFCO Group has established itself as a leader known for innovation, convenience, and sustainability. Recognizing the growing demands of consumers in Iraq, IFFCO Group embraced local production and inaugurated their first factory in Baghdad, dedicated to producing top-quality condiments.

Sidel's involvement has been instrumental in providing a comprehensive and top-tier solution for both the site in Iraq and IFFCO's group factory in Al-Ain, United Arab Emirates, with the aim of increasing production capacity



across the region. These lines boast an impressive capacity of up to 9,000 bottles per hour (bph) and the flexibility to handle three unique bottle designs, two cap options, and three label variations. By incorporating Sidel's cutting-edge equipment and through the optimal utilization of individual assets, enhanced overall efficiency has been achieved.

DUBAI MUNICIPALITY INAUGURATES BLOOM MARKET DEDICATED FOR VEGETABLES AND FRUITS

His Excellency Dawoud Al Hajri, Director General of Dubai Municipality, has officially inaugurated recently "Bloom Market", an integrated area for selling and purchasing vegetables and fruits. The market, located at Dubai Fruit and Vegetable Market,

extends over 66 thousand square meters, providing an ideal environment to preserve the quality and safety of the products. The opening of the market comes in line with the Municipality's efforts to promote Dubai's attractiveness by

implementing vital and integrated projects that ensure quality of life.

Mohammed Faraidooni, Director of the Markets at Dubai Municipality, said: "Bloom Market is one of Dubai Municipality's key projects, which aims to provide access to

fresh products directly from the source, especially since the market will have exclusively imported fruits that are not found in other markets, to establish itself as a distinctive shopping hub. In addition, the Municipality aims to enhance investment and economic opportunities that are still available to investors by providing them with products at the supplier's rate. The project also aligns with the Municipality's goal of establishing marketplaces, entertainment hubs, and tourist destinations in the emirate and thus boost Dubai's appeal and quality of life while ensuring its prosperity in life."



With an anticipated participation of around 1,800 companies and a gathering of 90,000 professionals hailing from 135 countries, Fruit Attraction is poised to transform Madrid into the global hub for the horticultural industry. This event, co-organized by IFEMA Madrid and FEPEX, is scheduled to take place at Feria de Madrid from October 3-5, 2023. Serving as a prominent platform and rendezvous for stakeholders in the fruit and vegetable sector, the exhibition plays a pivotal role in fostering robust business connections and exploring novel prospects within emerging markets.

During an interview with María José Sánchez, Director of Fruit Attraction, conducted by Food Business Gulf & Middle East Managing Editor M. Matt, the paramount significance of the show is underscored, along with an exploration of the latest industry trends.



María José Sánchez, Director of Fruit Attraction



FRUIT ATTRACTION SHOW INSIGHTS AND HIGHLIGHTS

Could you please give us some more information about the upcoming edition of Fruit Attraction?

This is a very special year for us because, as we were saying, the fair is 15 years old. And we are celebrating in style, with more than 1,800 companies and 90,000 professionals from 135 countries, who will meet from 3rd to 5th October. For both organisers of the event, IFEMA MADRID and FEPEX, these figures demonstrate the interest and support of the

fruit and vegetable industry in promoting Fruit Attraction as a fundamental instrument for the internationalisation of the industry and a meeting point for all the professionals involved in the entire supply chain.

Currently, three months ahead of the start of Fruit Attraction, the fair has already exceeded the total occupancy of its last edition, reaching 58,700 square metres of fruit and vegetable produce on offer. This figure is expected to continue to grow in the



FRUIT ATTRACTION PREVIEW

others, but the contents are still being finalised.

Are you organising an International buyers programme, the same as last year?

Yes, this is one of the actions most highly valued by participants. One of the main objectives of Fruit Attraction is to offer a platform for international expansion and promotion. With the collaboration of the Ministry of Agriculture, Fisheries and Food and ICEX, we will once again be making a significant investment in the International Guest Programme, which will attract close to 1,000 buyers from more than a 70 countries, retail purchasing managers, importers and wholesalers to Madrid, bringing a special dynamism to the fair's operations.

An addition to this programme is the "Noted Importing Country" area, with Brazil, Canada and the United States as the starring players of this edition. Fruit Attraction therefore opens up and promotes trade relations with these markets, backed up by a full programme of round tables, guided tours of the fair and B2B sessions.

Could you tell us more about the professional visitor programme for this edition?

We are optimistic about the forecasts, which we're estimating at 90,000 professionals from 135 countries. I encourage all participants to make the most of the opportunities presented by the fair. In Fruit Attraction, professionals find a format capable of bringing together the supply and demand of this industry from all over the world under the same roof.

coming weeks as a result of the confidence of companies in the industry and their commitment to this major international event, which has led IFEMA MADRID and FEPEX to incorporate Hall 1 of the exhibition centre to accommodate new companies. With that, Fruit Attraction 2023 will occupy, for the first time, 9 halls: 1, 3, 4, 5, 6, 7, 8, 9 and 10.

What are the new areas and industries covered this year?

Fruit Attraction will revolve around three exhibition areas. The most widely represented will once again be Fresh Produce, with the full range of fruit and vegetable products, in addition to Related Industry, which will bring together the entire value chain of the industry, and Fresh Food Logistics, the space for logistics, transport and cold chain management for foodstuffs.

On the other hand, lettuce will be one of the star products of the

next edition with the Fresh&Star area. This initiative, which started in 2017 with a different protagonist in each call, aims to incorporate specific actions to promote the opening of markets and boost and give visibility to national production companies.

We will once again have areas dedicated to innovation and new business developments in the industry. All of this will be brought together in The Innovation Hub and Fruit Next, and, of course, we are once again organising the Innovation Hub Awards in its three categories.

Fruit Attraction will once again present a complete programme of technical seminars, which will make the Fair the great centre of knowledge of the fruit and vegetable industry, with sessions marked by the great diversity of content, as well as the high level of the participants and speakers. The Biofruit Congress or Biotech Attraction will be held, among

FREE FROM FOOD DUBAI 2023: UNVEILING THE FUTURE OF HEALTHY FOOD IN THE MIDDLE EAST

Free From Food Dubai, powered by Expo Business Communications, together with partner UAE Food & Beverage Business Group (FBMG), is proud to announce the inaugural edition of the region's premier Free From Food Event. The event is set to take place from 08:00-17:00 hrs on September 20th and 21st at Le Méridien, Dubai Hotel & Conference Centre, United Arab Emirates. Free From Food Dubai will revolutionize the way business is conducted in the thriving Healthy, Organic, Vegan, Plant-Based, Functional, and Free-From food sectors across Middle Eastern countries.

Free From Food Dubai is the most dedicated networking event of its kind, with a steadfast commitment to promoting a healthier lifestyle and catering to the ever-increasing demand for nutritious food options. The event brings together eminent

international food manufacturers, importers, traders, retailers, and various distribution channels from European, Asian, and Middle Eastern countries, providing a unique platform for networking, knowledge sharing, and business growth.

Moreover, this two day, 100% B2B event, will feature a physical showcase of innovative businesses and products, extensive curated matchmaking program with guaranteed high numbers of meetings for participants, and a conference program with global industry expert keynote speakers. Presentations covering categories free-from, vegan/plant-based, natural/organic, functional/ healthy ingredients, and product features will provide invaluable market insights and education for professionals.

Free From Food Dubai has garnered significant attention from renowned industry players with

participation from 50+ international brands. Notably, the event has secured the support of esteemed partners and organizers of the co-located Future Food Forum, UAE Food & Beverage Business Group (FMBG). Other supporters, including Bolst Global, Halal Trade & Marketing Centre, and Global Management assist to further solidify Free From Food Dubai's position as a leading initiative in the healthy food landscape.

Highlighted among the exhibitors are top companies that have made significant strides in the international market, including Ladou, Luca's Natural, Steviala, Organic & Natural Co., Polyhealth, Clearspring, Happy Earth People, and many more. Their participation underscores the significance of Free From Food Dubai in fostering international business opportunities and driving innovation within the industry.





JOIN INDUSTRY LEADERS AT THE CENTER OF THE FASTEST GROWING GLOBAL ECONOMY AND PARTICIPATE IN THE 40TH ANNIVERSARY OF THE LARGEST AGRICULTURE EXHIBITION IN THE MIDDLE EAST REGION

The 40th edition of the international exhibition for Agriculture, Food, Aquaculture, Packaging, Agro-industry, Dairy, Poultry, Livestock, Honey and Dates is the largest B2B event of the agriculture sector in the region showcasing leading technologies and solutions, cutting-edge engineering, and innovations. It is the largest Agriculture B2B event serving in the region showcasing leading products, cutting-edge technologies, and innovations to meet the needs of the high-growth sectors with Unprecedented Sustained Success.

Saudi Agriculture is held under the patronage of the Saudi Ministry of Environment, Water and Agriculture to source the needs of the trade buyers and bring together businessmen, industry professionals, decision-makers, and sellers to develop their businesses at the center of the largest market in the Middle East. The exhibition and related events offer an ideal platform for widespread collaboration between farm owners, local and international business leaders actively participating to

develop and grow the sector.

US\$ 29.72 billion are contributed by the agriculture sector to the kingdom's GDP. Multiple sub sectors, including: Agrifood, Poultry, Livestock, Mills, Animal Nutrition & Health, Dairy, Aquaculture, Food Processing & Packaging and latest Agricultural technologies are experiencing rapid growth. High growth sub-sectors include: Aquaculture, Organic Farming, Honey, Dates, Food Processing and Packaging.

A major expansion is underway in multiple segments in the country. Aquaculture production jumped by 183% during the past 5 years from 30,000 tons to 85,000 tons. During the same period, broiler chickens' production grew to over 60% of domestic demand. Greenhouse's production increased by 58% from 257,000 tons to about 407,000 tons. Organic food farming increased by 18% to 52,800 tons during the same period.

The Saudi Agriculture Trade exhibition is incorporated with 3 more shows being Saudi Agrofood, The 28th International Trade Show

for Agro Food & Organic Food, Ingredients, & Technologies, Saudi Foodpack, The 11th International Trade Show for Food Processing and Packaging, and Saudi Aquaculture, The 5th International Trade Show for Aquaculture.

The latest Advancements in agriculture technologies and solutions are targeted by Saudi Agriculture 2023, Drones & Aerial Imaging are amongst the latest needed technologies invited to participate in Saudi Agriculture 2023. Also invited to participate are Robotics in green houses which are playing a growing role in modern greenhouses along with sensors and agricultural software and applications that enhance planning and control for efficient controlled farming.

The Saudi Agriculture Trade Exhibition includes the participation of over 360 international exhibitors from over 15 countries to be, including the Netherlands, Italy, Turkey, Spain, China, India, UK, USA, Russia, Pakistan, Portugal, Canada, Germany, France, Ireland, Belgium, Denmark and more.

The 40th Saudi Agriculture 2023 is held from 23 – 26 October 2023, from 1:00 pm to 09:30 pm at the Riyadh International Convention & Exhibition Center in Riyadh, Saudi Arabia.

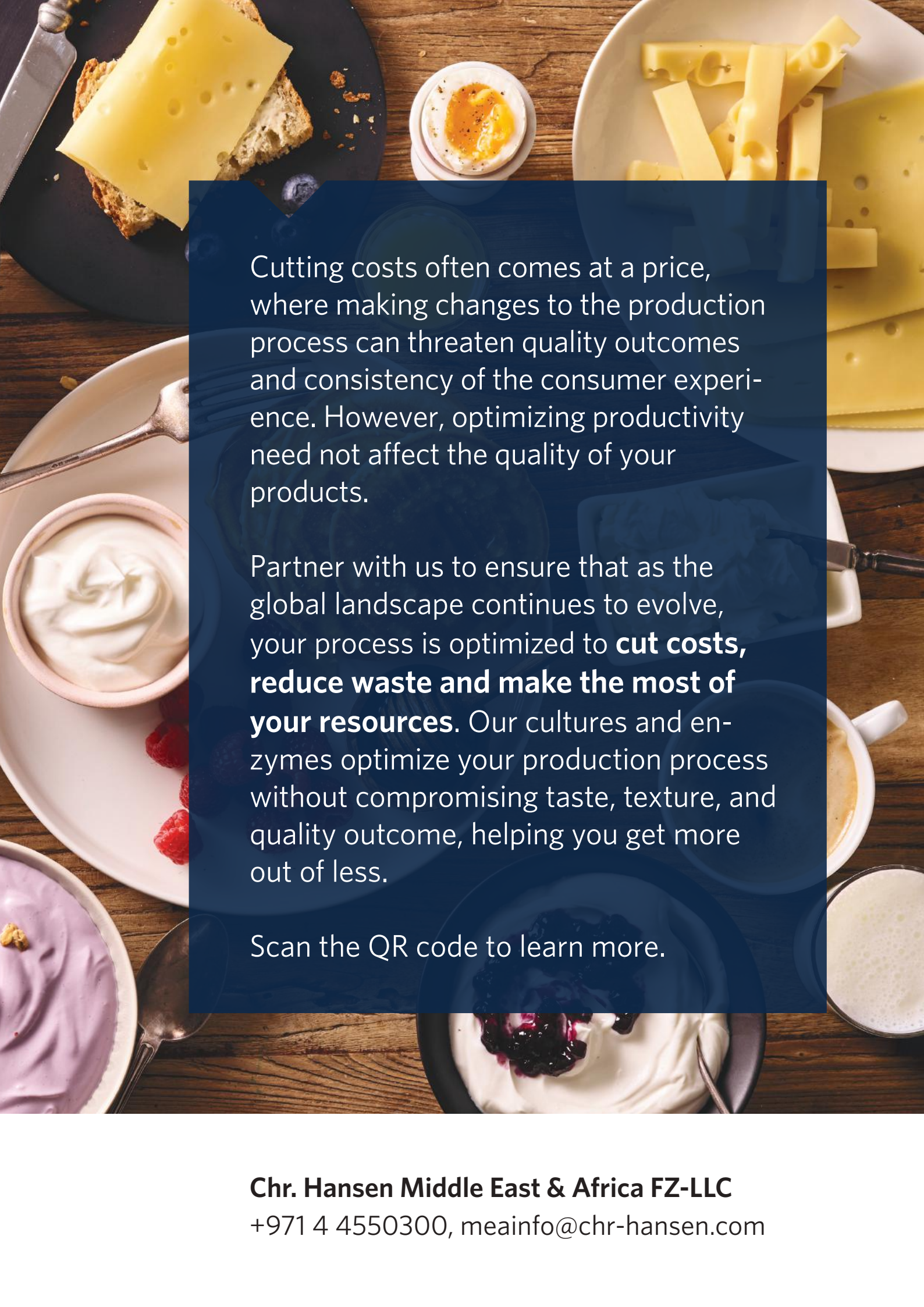


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TUTTOFOOD HAS JUST HELD ONE OF ITS MOST DYNAMIC EDITIONS YET AND LOOKS TO 2025 WITH AN EVEN MORE STRATEGIC PLATFORM

One of the most well-attended editions since the inception of TUTTOFOOD comes to a close, with over 83,000 trade visitors registered, with 20% of them coming from 132 different countries. The largest groups came, in order, from Spain, the USA, France, Switzerland, Germany, Holland, China, Romania, Poland and the UK, but delegations from all five continents were also present: from Vietnam to Canada, from the Faeroe Islands to Paraguay and Kazakhstan.

Four days of intense exchanges, with thousands of business meetings organised thanks to the matching platform between the brands and selected buyers, also with the cooperation of ITA/ICE Agency. There were also numerous journalists and influencers from Italian and foreign media, both traditional and innovative.

In particular, the new exhibition style was greatly appreciated by both exhibitors and operators: the macro-areas that brought together the vertical sectors by supply chain affinity, reflecting the logic of distribution – Fresh, packaged consumer goods and Frozen-fish – have simplified the format and the visual experience is very effective, facilitating the exploration and discovery of new brands and new products.

New products were more present this year than ever before, with lots of innovation in terms of sustainability, packaging and processes, new recipes that anticipate trends and respond to growing consumption needs - from

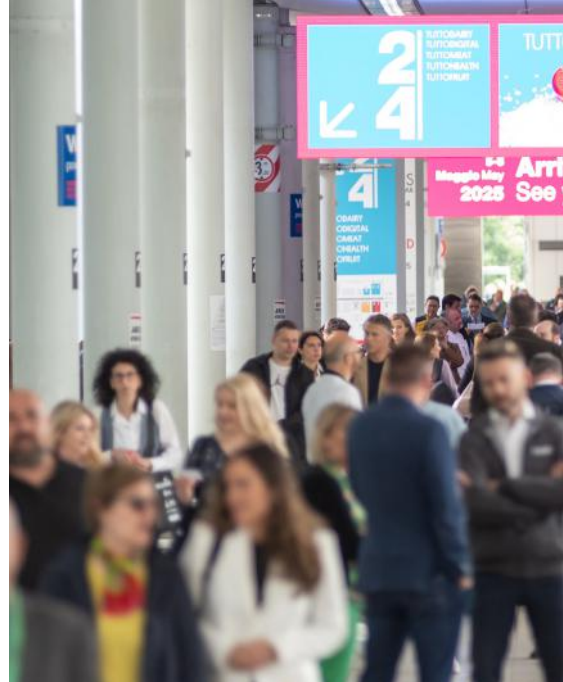
plant-based to protein-rich products - and high-service formats that meet the demand for convenience for today's lifestyles. Sustainable innovation was also celebrated by the second edition of the Better Future Award in cooperation with GDOWeek and MarkUp, which saw over 50 entries. There were several neck-and-neck finishers among the award winners this year, reflecting the high overall quality of the products submitted.

From the voice of the protagonists

A dynamic atmosphere full of opportunities which is also confirmed by the protagonists of the parterre exhibition. One of the exhibitors was Claudio Rizzi, Marketing Director of Ferrarini, one of the leaders in the cured meat sector: "We returned to TUTTOFOOD after the exploit edition in 2015 and met new buyers from Eastern Europe, Australia and Hong Kong.

Emanuela Teani, Senior Market Advisor at Innovation Norway, the agency that promoted the Norwegian collective, adds: "We were pleasantly surprised to meet a buyer from South Korea who came here especially to meet us. In addition to fish, TUTTOFOOD represented an opportunity to promote other local products, such as brandy".

In addition to the foreign collectives, consortia were also well represented this year. "This is our second time at TUTTOFOOD and we got a very



good impression. There is a good international presence, which is an important factor for us, as we are here specifically to meet large foreign retailers. We really liked the new location in the pavilion as it brought all the consortia together. Very functional and effective", concludes Carlotta Barbieri, Events Manager of the Parmigiano Reggiano Consortium.

As far as buyers, particularly from abroad, were concerned, attendance at this edition was again very high. This is the case of Alaa Elwakil, General Manager International Sales in Alexandria, Egypt of the Mansour Group, the second largest private industrial group in the Middle East, which is active in numerous sectors, including 160 supermarkets with different brands: "Here we find



products to import, outlets for our products and stimuli and ideas for new products to be created or marketed. The Middle East offers a very diversified context, where alongside a large mass market with limited purchasing power there are large niches with a lot of demand, and a significant interest in premium products of Italian and European origin. A great business opportunity for everyone'.

Another country that stood out is Saudi Arabia. "Something that struck me was the authenticity of the products presented, which really stood out at this fair. Because of this, I organised up to 20 meetings a day. It is great to meet excellent companies, even small ones, that are willing to

export by meeting the specificities of our market," says Wafi Issa of Food Choice Trading Co. (Saudi Arabia).

For more established markets, the key is discovering new products. This is confirmed by Mark Phillips of Central Market, a store with 10 speciality food stores in Texas: "We were very satisfied with the presence of truffle-based products, such as a truffle guacamole. Guacamole is a symbol of Tex-Mex cuisine and being able to renew it is a great business opportunity. Besides Italian products, we also discovered interesting proposals from countries such as Greece, Spain and even China'.

There was also a great response to the more than 150 events, including TUTTOFOOD events and events organised by exhibitors. Particularly popular this year were the show-cooking

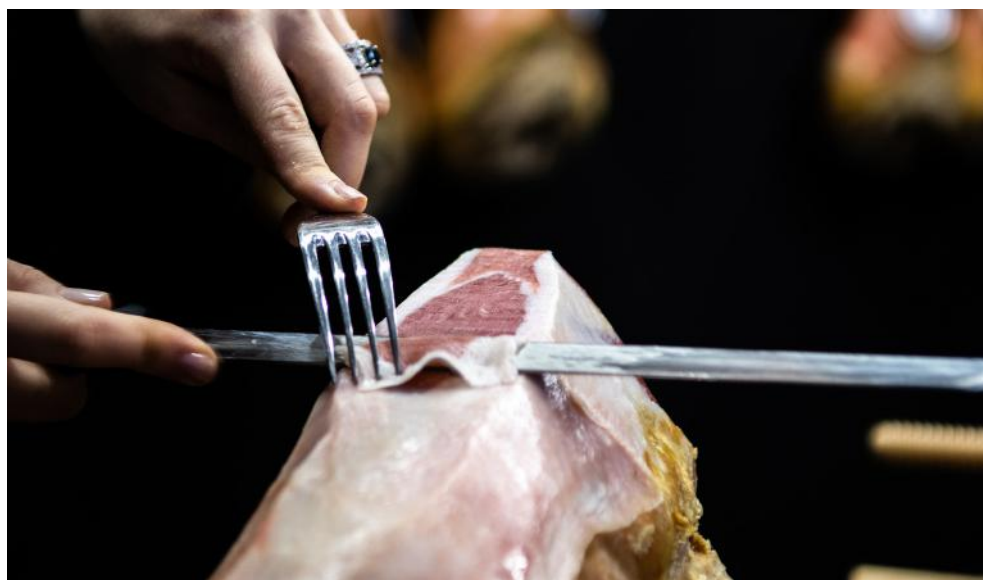
TUTTOFOOD REVIEW

sessions with great Italian and international chefs, organised in cooperation with Ambasciatori del Gusto, APCI, Assitol and Federcarni.

Attention to the event is also growing on social networks, with more than 1.8 million people reached, over 8.1 thousand interactions (on the four reference platforms: Facebook, Instagram, Twitter and LinkedIn) and over 800 thousand views for Instagram stories alone.

Thanks to the alliance between Fiera Milano and Fiere di Parma, from this year Cibus and TUTTOFOOD will create an even more strategic platform, with a European dimension, that will even more effectively support companies wishing to focus on internationalisation to grow their business.

The next event will take place in Parma from 7 to 10 May 2024. The tenth edition of TUTTOFOOD is at fieramilano from 5 to 8 May 2025.





Buko Shrimp and Cheddar Pie



USA CHEESE GUILD LAUNCHES THE USA CHEESEBOARD APP

To make it easier than ever to enjoy cheeses produced in the United States, the USA Cheese Guild has created the USA Cheeseboard app which features cheese profiles, over 150 recipes by cheese type, and almost 300 cheese and

beverage pairings. The goal of the app is to help educate chefs and consumers about the craftsmanship, quality, variety and versatility of USA Cheese. The USA Cheeseboard app is available as a free download on Google Play or in the Apple App Store.

The new app highlights over 15 U.S. cheese varieties, including:

Monterey Jack Cheese

One of the first uniquely American cheeses, Monterey Jack was invented in 1882 by David Jacks, a dairy owner and businessman in Monterey, California.

It is an excellent melting cheese, so it is great for soups, sauces and casseroles, as well as sliced or shredded. It pairs well in global cuisines, like this beef satay recipe, or in fusion dishes such as stuffed chicken breast.

Cheddar

The USA is the world's largest producer, with more than 1.7 million metric tons currently produced annually. That's five times more than what is

Cheese Stuffed Chicken Breast



produced in England and 60% of world production. Wisconsin produces the most cheddar cheese in the U.S. Mild cheddar is aged for up to three months, medium cheddar is aged for three to six months, with sharp cheddar aged for six months or more. While cheddar is great just sliced on a cracker, its meltability makes it ideal for cooking. Try the international dishes featuring cheddar such as Buko Shrimp & Cheddar Pie and Prawn Bean Curd Roll.

Parmesan

The USA makes about a third of all the parmesan produced in the world. U.S. parmesan comes in many styles and ages to please any palate. It is aged for 10 months minimum, and up to two years or more. It has a buttery, nutty, somewhat sweet and slightly salty flavor. Parmesan is not only for pizza and pasta dishes. Try making these global dishes, and see how parmesan cheese gives them extra pizzaz. The United States is the world's largest producer and exporter of cheese, and also holds the distinction as producing the most variety of cheeses. There are over 1,300 registered cheese manufacturing facilities, producing more than 1,000 varieties of cheeses from milk supplied by U.S. dairy farms. The United States also produces

many award-winning cheeses, with flavor-infused, rubbed-rind cheeses, and other varieties pushing the limits of innovation, flavor, and artisanship. Oregon-based Rogue Creamery's Rogue River Blue cheese was crowned World's Best Cheese at the 2019 World Cheese Awards, with the U.S. cheeses winning an additional 131 honors. At the 2022 World Championship Cheese Contest, USA Cheeses earned 94 Best in Class finishes.

About the USA Cheese Guild

The USA Cheese Guild represents American dairy farmers and the entire U.S. cheese community to build global awareness of the excellent cheeses from the USA. Through education and promotions, the Guild aims to inform chefs, importers, and consumers about the craftsmanship, quality, innovation, variety, and versatility of USA Cheeses. The Guild sanctions the USA Cheese Specialist™ Certification Program, which is offered

through workshops and many prestigious culinary schools and universities worldwide. With this program, culinary students and professionals as well as food importers, distributors, and retailers can learn more about cheese, how to use it or sell it, and most of all discover an industry they never knew existed. Managed by the U.S. Dairy Export Council, the USA Cheese Guild is headquartered in Arlington, Virginia and has offices across Latin America, the Middle East, and Asia.

Visit www.cheesefromtheusa.org to learn more about the cheese community and the dairy farmers who make cheesemaking in the USA possible as well as meet our talented and passionate cheesemakers who work tirelessly every day to bring the world amazing cheeses for all to enjoy.



Follow us on Facebook, Instagram and LinkedIn
@CheesefromtheUSA

Cheesy Purple Sweet Potato Dumplings

MODERN TRENDS RESHAPE CONSUMER PREFERENCES IN THE FOOD INDUSTRY

Consumers are increasingly aware of the importance of health and wellbeing, and how food and good nutrition play an important role in everyday life. The health and wellness trend reveals promising opportunities for new product innovations and business for food and beverage manufacturers.

As consumers are keen to boost their wellbeing, they want products that offer concrete benefits that they can understand and genuine nutritional values. Rising trends and better-for-you options, such

as digestive wellness, sugar reduction, gut health, free-from diets, healthy aging, or good nutrition, are speeding up the growth of new product launches.

Protein powers on

Protein maintains its positive association as a valuable nutrient that answers the needs of various health interests. People want to obtain protein from recognizable sources while preserving an appealing taste and texture. Milk protein is a proficient source of high-quality protein in its natural and intrinsic form. Dairy can be considered a

complete protein that is not only rich in other nutrients but also provides high nutrient density with excellent taste properties.

There is demand in the market for new food and beverage products that promote competitive advantages such as increased protein and reduced sugar with straightforward, natural ingredients.

Are you looking for ideas to expand your product range? Milk powders are a natural source of quality protein, making Valio Eila® milk powders an excellent ingredient in tasty, natural, and healthy high-protein products.



Valio, Protein chocolate pudding

cream, chocolate milks, snacking products, yogurts, and puddings, are also growing.

Finnish food company Valio focuses on dairy ingredients and solutions for health-conscious consumers

Valio's dairy ingredients and solutions give food and beverage producers the tools to tweak their offerings to better respond to the market's demands. In addition to offering tasty, healthy, and nutritionally balanced food with customized functionalities, companies can develop their products to suit many consumer trends. Health-conscious people want to avoid E-codes or ingredients they don't recognize. Products made from familiar, understandable ingredients and with minimal processing meet consumer expectations for healthy and clean-label products.

For more information, visit www.valio.com

Digestive wellness diversifies, and lactose-free products are an appealing option for many consumers

People all over the world have digestive issues. It's no wonder that digestive wellness is gaining interest in the market. Digestive wellness encompasses a large portion of dietary needs for people looking to enjoy natural foods without discomfort. This presents an opportunity for food manufacturers to provide solutions to diverse nutrition interests, including probiotics, prebiotics, and free-from options such as gluten-free or lactose-free.

A considerable proportion of the global population has problems tolerating and absorbing lactose, which may cause them digestive issues. In general, consumers are aware that milk—and the lactose in milk, in particular—is the possible cause behind their gut issues. For this reason, milk-containing products that promote lactose-free attributes appeal to a broad swathe of the global market.

Lactose-free products are a growing sector in the latest food and beverage product launches nowadays, and in the dairy sector, products promoting lactose-free claims have been among the fastest-growing. While many lactose-free launches are in white milks, other categories, such as ice



Valio, lactose-free milk



Valio, Milk powders



PURECIRCLE™ CLEAN TASTE SOLUTIONS OFFER IDEAL SWEETNESS BY CATEGORY

Ingredion, a leading global provider of specialty ingredients to the food and beverage industry, introduces PureCircle™ Clean Taste Solutions — zero calorie sweetening solutions tailored to specific applications to deliver ideal eating and drinking experiences.

“Removing sugar and artificial sweeteners in product formulation is not one-size-fits-all,” said Nate Yates, global platform lead for sugar reduction at Ingredion. “PureCircle™ Clean Taste Solutions are designed to streamline product formulation by delivering unique sweetness profiles required by food and beverage brands. Our team

of experts helps our customers to develop the best sweetening experience and quickly bring them to market.”

PureCircle™ Clean Taste Solutions can provide clean-tasting sweetness across several categories including beverages, dairy, tea, coffee, sports nutrition, bakery, confectionery, savoury, sauces and dressings. PureCircle™ by Ingredion has the broadest portfolio of stevia sweeteners. These new solutions utilise more of the stevia plant for increased performance and cost in use.

“It is widely acknowledged Reb M is the best tasting glycoside on the market, but what we’ve seen is there is no one universal stevia solution across food and beverage categories,” Yates continued. “These stevia solutions go one step further by harnessing more of the synergies between molecules in the stevia leaf, including Reb M, to create the best possible taste outcome for specific applications for up to 100% sugar reduction.”



There have been significant advancements in stevia sweeteners in recent years to improve taste performance, sustainability and availability of rare stevia molecules. PureCircle is the world’s leading producer and innovator of stevia ingredients, and is the only stevia supplier to offer all of the major stevia production technologies.

Last year the Company published a peer-reviewed lifecycle assessment, which demonstrated the sustainability advantages of stevia when compared to other sweeteners like sugar on a sweetness equivalence basis.

For more information, visit www.ingredion.com





EXBERRY® BY GNT UNVEILS OIL-DISPERSIBLE YELLOW CONCENTRATE MADE FROM TURMERIC

GNT has launched a turmeric-based EXBERRY® OD concentrate that enables manufacturers to achieve vibrant yellow shades in fat-based applications.

Created according to the principle of coloring food with food, EXBERRY® Shade Bright Yellow – OD is an oil-dispersible liquid made using traditional, physical processing methods. It is suitable for use throughout much of the world and qualifies for cleaner and clearer label declarations, such as “Coloring Food (concentrate of turmeric)” in the European Union, United Kingdom, and China or “turmeric (color)” in the United States.

The liquid is produced by dispersing small turmeric-based powder particles – created through a unique multi-stage milling process – in sunflower oil. This allows it to deliver bright, homogenous yellow shades in a broad range of applications

including compound coatings, ice cream coatings, fat compounds for chocolate decorations, and seasoning mixes for savory snacks.

GNT’s Sonja Scheffler, Head of Product Management, said: “Our EXBERRY® OD colors provide



outstanding visual intensity in some of the most challenging applications and EXBERRY® Shade Bright Yellow – OD is an exciting new addition to the range. Turmeric is a well-known, on-trend ingredient

that is approved for use in most countries worldwide and provides wonderfully vibrant yellow hues. The new product is pumpable for low-water applications, too, making it easy to handle.”

The EXBERRY® OD range also contains red, pink, orange, blue, and green shades as well as a safflower-based yellow. Like all EXBERRY® Coloring Foods, they are plant-based concentrates made from edible fruits, vegetables, and plants without the use of chemical solvents. This means they can be consumed by the spoonful and are considered to be food ingredients rather than additives under EU regulations.

GNT also has a vertically integrated supply chain to ensure product quality and year-round availability, with cultivation and harvesting monitored by the company’s agricultural engineers.

For more information, visit www.exberry.com

FISH FOCUS - BRING YOUR BEST PRODUCTS TO MARKET

Advanced processing methods and industry changing equipment is helping processors of battered and crumbed fish, and shrimps achieve more yield, efficiency and safety than ever before. Clean, efficient, high-capacity frying is the key to processing the highest quality breaded fish, and the fryer used to cook products such as these has a dramatic impact on the quality of the finished product. As a single source supplier,

Heat and Control has a complete range of industrial processing equipment which helps you keep up with consumer trends — respond to demand — and bring your best fish products to market.

SureCoat Breeding Applicator

With over 121 million gluten-free consumers in the world, processors are investing heavily in equipment which will assist them to produce (or expand their range) to include gluten-free

versions of traditional favorites. The biggest trends in breadings right now are gluten-free and clean label — working with an experienced, food industry supplier is recommended to ensure the quality of a new recipe and ensure you are achieving the same crispiness and flavour development as traditional breadings.

Heat and Control's SureCoat® Breeding Applicator delivers ultimate coverage — with the



The Breaded Products Fryer is an industry favourite because it's total system oil volume is 25-40% less than comparable direct heated fryers.



Processors are investing heavily in equipment that can help them to produce (or expand) their range to include gluten-free versions of traditional favorites and meat alternative products.

industry's hardest working applicator — on all product surfaces. It has the industry's fastest changeover and cleaning times and is suitable for products like seafood, meat, poultry, vegetables, prepared foods and meat alternative products.

SureCoat applicators have a unique design which allows it to uniformly apply flour or batter pre-dust, granular, and non-free-flowing breadings and even delicate Japanese-crumb or flake coatings. The breading is quickly transferred using large diameter, adjustable-speed augers, and top and bottom coatings can be adjusted independently, for superior coverage of all product surfaces.

Breaded Products Fryer

The Breaded Products Fryer also provides clean, efficient and

high-capacity frying for products such as tempura shrimp, chicken nuggets, bone-in chicken, meat patties, breast fillets, meatballs, egg rolls, coated vegetables, and meat alternative products.

This industry favourite is built for efficiency and continuous operation. It significantly reduces system oil volume by eliminating heating elements from the fryer pan — every minute 100% of system oil volume circulates between the fryer, filter, and external heat exchanger — providing superior oil quality which creates the highest quality product possible.

Incoming oil and product velocities are carefully matched to preserve the product's coatings and orientation. Gentle-flow oil inlets eliminate high velocity currents and maintain uniform oil flow and temperature, across the

width of the pan.

This fryer uses just enough oil to cover your products, so that the total system oil volume is 25-40% less than comparable direct heated fryers. This allows for faster oil turnover and achieves a longer shelf life for your product.

Food Processing is a fiercely competitive market and consumer demand for new and different prepared food products continues to grow. Improving your recipe or expanding your product range can present challenges but the right equipment will ensure you bring your best products to market. Heat and Control offers testing and trials on a range of equipment and can help you optimise your food processing operation.

For more information, visit www.heatandcontrol.com

CORBION'S PREDICTIVE MODELING TOOL MADE EVEN MORE ACCURATE BY NEW DYNAMIC TEMPERATURE FEATURE

The newly improved Corbion Listeria Control Model now offers the option of mimicking different storage conditions for food products in production, at retail, and with the consumer, so manufacturers can fight real-world pathogen wars more effectively.

An important weapon in producers' food safety arsenal is becoming even more effective with the incorporation of new functionality in the Corbion Listeria Control Model (CLCM), available to Corbion customers worldwide. The easy-to-use, proprietary online tool is designed to streamline product development by quickly identifying optimal antimicrobial interventions based on product formulation and other factors, including temperature. The tool, which is backed by more than two decades of rigorous control study data, now includes a new dynamic temperature feature that allows users to input up to five different storage conditions with ascending temperature profiles to more accurately mimic real-world storage and distribution conditions.

"The Listeria Control Model is a crucial tool that empowers customers to quickly identify the best preservation solution for their products, saving them time and money that would

have been spent on multiple iterations of validation testing," said Lonneke van Dijk, Senior Director, Preservation at Corbion. "The upgraded version of the tool is now more dynamic, allowing producers to factor in multiple storage conditions, resulting in more accurate predictions that reflect the temperature variability their products face in the real world. And that can help reduce pathogen risks even further."

The dynamic temperature feature is especially significant for European manufacturers, since some EU countries require Listeria challenge study test data that includes three different storage conditions or temperatures to more accurately mimic real-world conditions. The upgraded CLCM accommodates up to five different storage conditions with ascending temperatures and adjustable time periods when calculating predicted Listeria growth, providing food producers with a more flexible, accurate and user-friendly tool that allows them to minimize the time, effort and expense invested in conducting these important studies.

The CLCM leverages research data compiled by Corbion through specifically designed and validated Listeria challenge studies over more

than 20 years. Referencing that data, and considering key product characteristics and storage conditions, the model estimates microbial outgrowth. Users input variables such as moisture level, pH, sodium and potassium content, nitrite levels and water activity as well as storage temperature. Based on proposed antimicrobial solution and dosage levels, the tool then generates detailed reports that plot predicted Listeria growth in the product over time. If predicted results don't match the goals of the formulation, it's simple to adjust the dosage or examine the results a different antimicrobial would achieve.

"Being able to more quickly and accurately identify the optimal Listeria control solution helps our customers better protect their customers and their brands, reduce product waste, and streamline product development," Ms. van Dijk added. "It also allows them to be more responsive to the changing needs of the market."

For more information, visit www.corbion.com



TNA SOLUTIONS HELPS MISTER BEE POTATO CHIPS INCREASE PRODUCTION CAPACITY BY 400%

TNA Solutions, a global supplier of integrated food processing and packaging solutions, has partnered with Mister Bee Potato Chips, an iconic American brand founded in 1951, to revolutionise its snack production and enable it to realise its ambitious goals going forward. TNA completely redesigned and optimised the company's manufacturing site in Parkersburg, West Virginia, achieving a remarkable 400% capacity increase.

As the new owners of Mister Bee, the West Virginia Potato Chip Company recognised the need for a comprehensive upgrade to the existing frying and packaging machines, which were outdated and not suitable for meeting growing market demands. The vision was clear: to create a manufacturing environment that could accommodate expansion while delivering exceptional product quality.

Working closely with Mister Bee's operations manager, TNA's expert engineers identified critical process improvements and proposed a tailored solution. The collaboration began with the meticulous redesign of the manufacturing space leveraging cutting-edge technologies such as Microsoft's

Hololens. This step ensured that the revamped facility was optimised for efficiency and productivity ahead of integration by TNA.

Once the space was mapped out, the installation of the TNA robag® 3ci, a state-of-the-art vertical form, fill and seal (VFFS) packaging system, followed. Equipped with the rotary double jaw and patented stripper tube closer, the robag® 3ci is capable of ultra-high speeds up to 150 bags per minute (bpm). The inclusion of TNA's patented auto connect and unload assist technology streamlined operations. It facilitated seamless changeovers with minimal manpower, further improving overall equipment effectiveness (OEE).

The results of the collaboration were outstanding. Mister Bee's chip capacity output skyrocketed, allowing it to meet increasing demand without compromising on product quality. Mary Anne Ketelsen, President of Mister Bee, expressed her satisfaction with the outcome, stating, "Previous machinery could only run 20-25 bpm, whereas now with my new TNA machines,

I can run 100-115 bpm. A very big upgrade."

Furthermore, TNA's turnkey, end-to-end, single source approach means the company stands by every element, and this was demonstrated by its swift action in rectifying a small design defect during the integration process. Welders were promptly dispatched at TNA's expense to ensure the optimal functioning of the machinery, leaving Mary Anne Ketelsen and her team impressed by TNA's dedication to their success.

This successful partnership marked just the beginning of a long-term relationship between TNA solutions and Mister Bee. In subsequent years, Mister Bee has invested in additional TNA machinery, including a new fryer, further solidifying its trust in TNA's outstanding service, superior machinery, and consistent results. Mary Anne Ketelsen expects this fruitful collaboration to continue driving their growth and innovation for years to come.

For more information, visit www.tnasolutions.com





WELL-PLACED FOR THE FUTURE

The new packaging machine generation

SOMIC 434

SOMIC presents a new packaging machine and a new product handling system.

To offer new solutions for product handling and end of line packaging – that was SOMICs' claim at the Interpack 2023 in Duesseldorf in May. The specialists for end of line packaging from Amerang in Upper Bavaria presented two exciting solutions that will make their companys' portfolio fit for the future.

In this interview, Managing Director Patrick Bonetsmüller, Ralf Jäckel, Director of Sales Europe, and Josef Bliemel, Director of Systems Engineering, explain the new systems' innovations and the benefits these solutions provide to users in the field.

Q: Mr. Bonetsmüller, can you elaborate on the background of these new SOMIC solutions?

Patrick Bonetsmüller: We can see logical advancements of the SOMIC machine concept here, which make our machines fit for future needs. As shareholders, we naturally keep an eye on market developments and recognize the demands that are placed on our machines in the field. Therefore, we tasked our development team with the following global challenge: "We want to position our machines with an eye to the future." This was deliberately kept open to avoid limiting the creativity in our teams from the outset, and – as you can see – it worked very well. Today, we are looking at two completely new systems:

An additional solution for flexible product handling with our CORAS collection and sorting system as well as the new SOMIC 434 machine generation.

Q: Mr. Bliemel, you bundled all the requirements that were to be integrated into the new machine. Can you give us an overview in that regard?

Josef Bliemel: For the new 434 machine series, we first brought all the issues to the table that were expressed in conversations with customers. For example, we have often seen the request for the end of line packaging machine to be integrated into the linear arrangement of a packaging line. In this respect, we were occasionally limited with the predecessor machine

and the previous concept. That is why you now see the new machine here, which lines up all modules from the carton infeed to the delivery of the filled and closed cartons in a linear arrangement. This leads to a somewhat slimmer frame width and to the bundling of all cable ducts. As a result, we can ensure a high level of hygiene and easy accessibility of the cables during maintenance activities. Hygiene also includes the fact that we now set up the machine on a stainless-steel frame construction. This was another request from several customers that we picked up from the market.

Q: Mr. Jäckel, you have now presented the new machine to your customers at the trade show. What kind of feedback do you take away?

Ralf Jäckel: In the new design, we have also integrated several elements for even greater ease of use. Of course, this is very well received because it reduces the workload of the operators, who, after all, are confronted with a wide range of tasks in the packaging

operation. Our customers have been very positive about the largely automated format change, which we achieve with the aid of servomotors. The adjustment of folding tools, gluing positions, and blank magazines as well as the subsequent change of individual format parts with our QuickChange system can now be carried out considerably faster, with time savings of up to 70%. For our customers, this is a major advantage when they consider the variety of formats in their product portfolio. This played a significant role in many conversations here at the trade show.

Patrick Bonetsmüller:

Customers have also responded very positively to the modular machine concept, since it offers the option of adapting the end of line packaging machine if there are changes in the product range. The decision in favor of a SOMIC 434 thus represents a future-proof investment for our customers.

Q: Mr. Bliemel, the machine also differs from the previous concept of a SOMIC machine in other aspects. Which points are particularly important here?

Josef Bliemel: The improvements

pay off overall in terms of operator comfort. This involves the format change – as already mentioned – but also the overall accessibility of the machine. We have moved the support structure of the frame that holds the functional groups to the inside, which enables virtually unimpeded access to the machine's interior. In addition, we have redesigned the machine doors so that they can be opened by 180 degrees. This is an important aspect considering the limited space in the packaging line. And another eye-catcher here at the trade show was without a doubt the LED lighting, which adds a futuristic touch. Yet, this also has an important benefit for the operator. The machine status is now even more visible from all positions in a packaging line.

Q: Could we briefly highlight the second innovation at your booth as well?

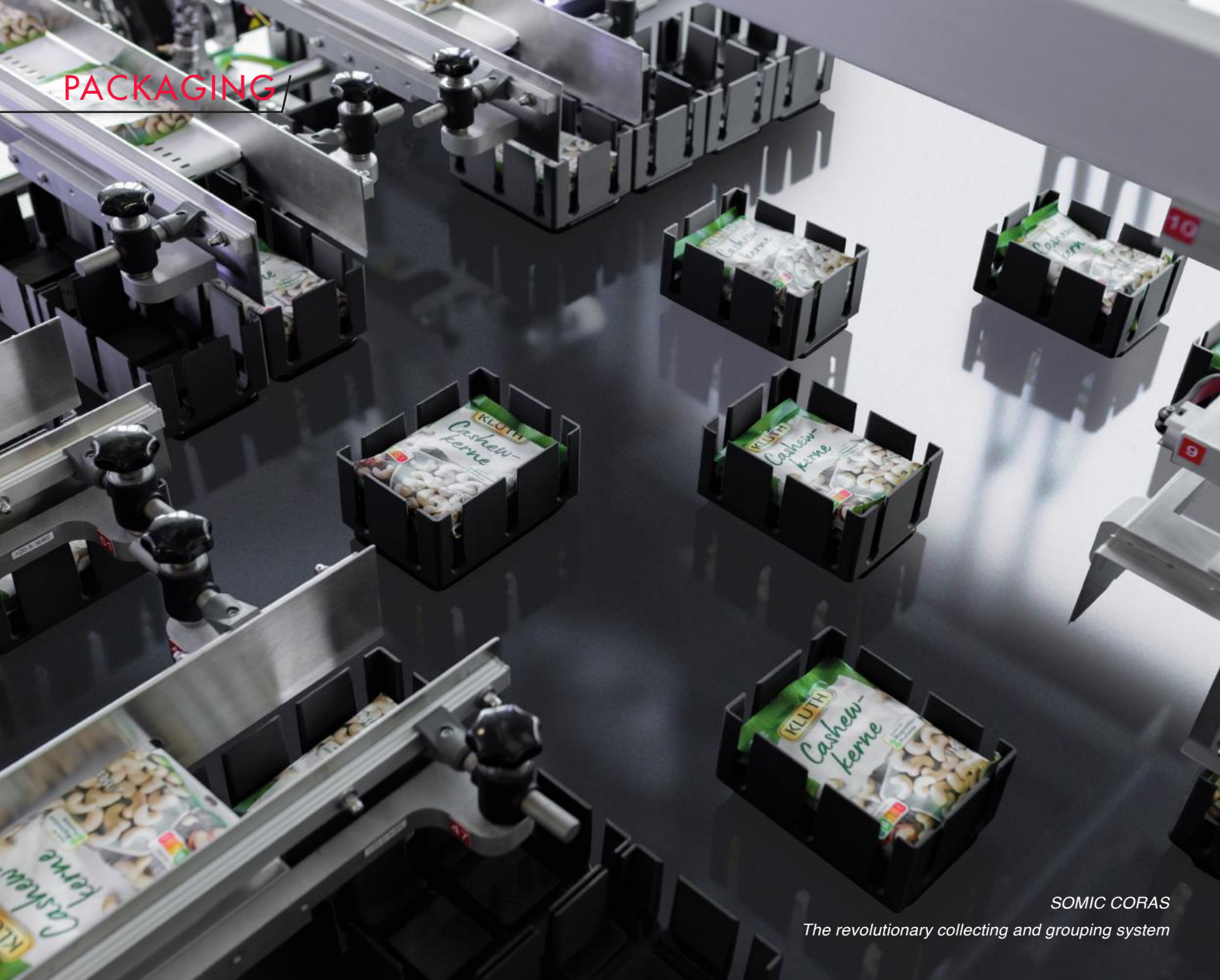
Patrick Bonetsmüller: Here, you can see our new CORAS collection and grouping system, which takes product infeed into the packaging machine to an entirely new level. We can accept products from a variable number of lines, orient them in any way with the help of carriers and transfer them to the packaging machine in the arrangement desired by the user. For this purpose, our developers use the planar drive system technology, allowing us to offer unprecedented flexibility in product arrangement. In the process, the products are always fixed and the group can thus be transferred in its entirety to the cartoning.



Patrick-Bonetsmüller - CEO



Josef Bliemel
Director System Engineering



SOMIC CORAS

*The revolutionary collecting and grouping system***Q: What performance can be achieved with this system?**

Ralf Jäckel: Here, we show our customers the system connected to four lines, which allows us to collect 240 products per minute. This means that even multiple products can be taken from the lines with one carrier and transferred to the packaging machine.

Q: What is the strategic thinking behind this innovation, Mr. Bonetsmüller?

Patrick Bonetsmüller: The demands on the flexibility of a packaging line are constantly increasing. At the same time, the

variety of products is increasing and retailers' requests for any desired combination of product variants are by now a must for food manufacturers or the makers of cosmetics, non-food, or pet-food products. To reflect this in the traditional collection and grouping strategy was only possible with a great deal of technical and spatial effort. That is why we charged our developers with the task of implementing product handling and product alignment in a single concept. The planar technology, the unlimited programmability of the floating carriers and the arbitrary arrangement of the products, including a rotation of

360 degrees along the vertical axis, ensure precisely this flexibility for our customers in the future.

Q: How has the system been received here at the trade show thus far?

Patrick Bonetsmüller: We have had some very interesting conversations. All visitors to our booth responded extremely positively to this solution.

Mr. Bonetsmüller, Mr. Bliemel and Mr. Jäckel, thank you very much for these insights into SOMIC's trade fair news.

For more information, visit www.somic.com

Ensuring food safety is vital in the food and beverage processing industry. The Food Safety and Inspection Service (FSIS) and food safety programs play a crucial role in reducing risks and preventing foodborne illnesses. The most important aspect of food safety is maintaining proper sanitization and cleaning practices throughout operations. In this article, we will explore proper surface cleaning and sanitation steps, the importance of effective sanitization, cleaning products, and food handling procedures in keeping products safe.

Importance of Sanitization and Cleaning:

Sanitization and cleaning are crucial in preventing food contamination and minimizing the risk of foodborne illnesses. Proper disinfection procedures, including the use of sanitizers, help eliminate harmful pathogens and maintain a hygienic environment. Using approved sanitizing chemicals, cleaning solutions, and cleaning programs as recommended by regulatory agencies is essential.

Sanitizing Food Preparation Surfaces and Contact Areas:

Thoroughly cleaning and sanitizing food preparation surfaces and areas where food comes into contact is essential. Implementing a comprehensive sanitation program, which includes regular cleaning and sanitization practices, significantly reduces the risk of cross-contamination. Guidelines provided by the



CLEAN EATS, DIRTY SECRETS: UNVEILING THE ART OF FOOD SANITIZATION

CDC, FDA Food Code, and NSF's registration program offer valuable insights into proper procedures and the use of suitable cleaning agents. Leave-on products from cleaning products manufacturers, like Goodway's Bio-spray™ are designed to be applied and left on surfaces without rinsing, allowing them to provide ongoing protection against pathogens by forming a residual barrier. Rinse-off sanitizers can also be effective.

Choosing the Right Cleaning Products and Equipment:

Selecting appropriate cleaning products is crucial for effective cleaning and sanitization, but note that different facilities and

commercial kitchens will have unique needs, and need to work to find the proper way to address them. Non-abrasive cleaners should be used on commercial food equipment and kitchen surfaces to ensure safety and prevent residue that may contaminate food. Always follow manufacturers' instructions and labels to ensure proper use and dilution rates of cleaning chemicals. Additionally, using suitable tools like lint-free cloths and towels is essential for cleanliness and preventing foreign particles.

Clean in place systems, commonly referred to as CIP systems, can also be effective.

For more information, visit www.goodway.com

RE-THINKING BEVERAGES FOR AFFORDABLE HEALTH?

By Walid Fouda,
Sub-Regional Leader,
Middle East & Turkey, IFF

If you're a beverage producer, you could be feeling the squeeze. From the growing number of national sugar taxes on one hand to consumer demand for nutritious and delicious choices on the other. As more and more countries in the Middle East follow Saudi Arabia to introduce sugar tax, beverage companies are looking at reformulating their products.

From a business standpoint, both are compelling reasons for reducing the added sugar in juice-based, carbonated, and energy drinks. And that's before you've even begun to think about what consumers are demanding.

Since Saudi Arabia government implemented a 50% excise tax on all sugar-sweetened beverages in 2019, many GCC countries have and are expected to do the same making sugar taxes and regulations a significant challenge. Moreover, the 'affordability' factor in light of inflation – is a challenge?

In 2022 as per GlobalData, "Egypt, South Africa, United Arab Emirates, Israel, and Saudi Arabia are the major economies in the MENA region. With a consumer price inflation

of 9.9%, Egypt and Saudi Arabia were the most inflated countries in the MENA region. The average consumer price inflation for the selected countries was 6.3%."

Even from a commodity perspective, the Trading Economics platform reported that, since early 2020, global sugar prices have continuously surged upwards. In other words, the price of sugar-containing drinks is only going to increase further.¹

A Choice More Suited for 'Optimized Self'

While affordability remains a top concern, clearly, there is another key market trend which makes the consumers explore more. The desire to consume healthier drinks, which are nutritious and sugar free or have less sugar, but without compromising on taste and texture. Before the pandemic hit, people were already conscious about their health; however, Covid accelerated this lifestyle trend – as health becomes the new wealth. Physically or mentally consumers now aspire to attain their best possible self and are consciously taking full ownership of their health and wellness. As per the International Food Information Council around 72% of consumers, globally were trying to limit their sugar intake

in 2021.²

Products that focus on healthier alternatives and provide guilt-free hydration, refreshing recovery, energy and immunity have fast made a place in consumer's basket. 'Free from', less calories, and less fat claims reflect a healthier choice to consumers. As per PWC, post pandemic, 41% consumers in Middle East are ready to pay more healthier food & beverages and adopt a better diet.³

Breaking the Norms and Routine by Amplifying the Experience

Consumer taste is constantly evolving and expanding, and people the world over are discovering an array of flavors. Consumers are now seeking guilt-free indulgence especially post-covid; hence they have turned to fruit juices, carbonated drinks, smoothies and nectars.

While today affordability and health concerns do rank among the top three drivers of beverage purchases, taste remains the number one driver, with price coming in second. Citrus flavors like orange and lemon, along with seasonal fruits, ginger, herbs, and berries - among others - are the ingredients that consumers associate most with health and wellness. Citrus in particular is

associated with immunity, and it benefits from its refreshing taste characteristic. In fact, 13% of all seasonal and limited offerings in Summer of 2021 included citrus fruit as an ingredient, focusing on lemon, orange and pink grapefruit. Altogether, beverage manufacturers face a complex cocktail of needs. But what do they mean in practice?²

Re-Thinking Beverages for Today's Consumer

A key consumer need is sugar reduction or replacement of sugar with sweeteners. This in general is a complex undertaking for product developers for a number of reasons. First, reducing sugar means reducing the intensity of sweetness and delaying sweetness onset. This is accompanied by a diminished mouthfeel and flavor delivery. Second, sugar often plays an

important role in balancing bitterness and acidity in beverages. When you remove sugar, these off-notes can become more prominent in the product. Adding botanical extracts, vitamins and functional ingredients in the formulation also impart off-taste which become more detectable in products with reduced sugar.

Fortunately, flavors & ingredient technology does exist to help beverage manufacturers in value-addition of nutrients and most importantly overcome the sensory issues of sugar reduction. At IFF, for example, IFF FLAVORFIT™ technologies are available for improving the overall taste of sugar-reduced products. IFF FLAVORFIT™ consists of tools such as

sweet modulators, maskers, juicifiers, and mouthfeel enhancers. Along with the use of hydrocolloids and natural sweeteners, manufacturers can create great tasting healthier products that consumers can enjoy!

These flavor ingredients are now fast finding their way into beverage systems, with the sole purpose of modifying taste and bringing down costs to meet the demands of today's consumer. All these are some of the good reasons for beverage companies to partner with their flavor & ingredient supplier next time if there's a challenge on the horizon.

1. <https://tradingeconomics.com/commodity/sugar>

2. Mintel GNPD

3. PWC 2021

MASTERING THE VALUE CHAIN OF PLANT-BASED BEVERAGES

French beverage producer LSDH Group's new greenfield soy plant in Saint-Denis-de-l'Hôtel is now fully operational. The plant, located in the municipality of Loiret in central France, utilizes state-of-the-art dry-processing technology from Bühler. The plant is part of Atelier INOVé, a new industrial facility owned by LSDH in partnership with Sofiprotéol, an investment company dedicated to the production of plant-based beverages and to development of local supply chains for agricultural raw materials.

LSDH Group's new soy plant utilizes innovative pulse storage and processing technology from Bühler, which delivered and commissioned the dry-processing section of the facility. The cleaning and dehulling process line has an output capacity of 3 tons per hour while the soybean storage capacity is 240 tons. "It was quite reassuring for us to work with a partner who knows the business well, who has a strong background in soybean dehulling and experience in processing soybeans for plant-based beverages. We knew that there were already lines and plants equipped with

Bühler technology for this type of application," explains Thibaud Bombart, Project Manager within LSDH Group. "Therefore, Bühler's experience and know-how in this field were determining factors in our decision."

For this greenfield industrial facility, Bühler supplied the complete cleaning section including its MTRB separator, the MTSC destoner, the SORTEX A optical sorter, the OTW fluid-bed heat-exchanger, the MHSA dehuller, the MOZJ dampener, several aspiration channels and all the process auxiliaries such as mechanical conveyors and pneumatic lines. "We were delighted to take part in this innovation journey with LSDH, combining our forces to develop sustainable value chains, as Bühler has many years of experience and solid expertise in processing pulses," says Frederic Bobineau, Sales Manager at Bühler Group. "The installed plant is specific for soy processing, however, there is space for installing additional processing lines for other raw materials, such as oat flour and oat flakes, and we have the technology." This future expansion is in line with LSDH's plans.



Initially established as a dairy company, the French family business employs 2,000 people in its two business areas: the liquid and the vegetable. Salads and aromatic herbs are packaged in the two production sites of the vegetable business area. The five sites of the liquid business area are in charge of the production and packaging of various beverages and liquid foods. These products are sold mainly as store brands in the country's major supermarket chains and generated for the company a turnover of EUR 965 million in 2021. Atelier INOVé, where the Bühler-equipped soy plant is located, is part of the company's recently opened innovation ecosystem.





TOMRA FOOD REVEALS FIRST DETAILS ABOUT ITS NEW RESEARCH ORCHARD

TOMRA Food has revealed the first details about its Research Orchard, the only facility of its kind run by a manufacturer of sorting and grading solutions. The Research Orchard occupies a 2.5-hectare (6.2-acre) plot in Waikato, New Zealand, next to the company's 5,100-square-meter Field Research Center, which opened in 2022.

TOMRA Fresh Food's Field Research Manager, Richard Pickard, explained: "The orchard's purpose is to monitor the flowering and fruiting of plants at each stage, adding to our understanding of the core commodities handled by our sorters and graders. We will assess fruit defects, quality issues, and key characteristics such as flavor, sweetness, and

firmness. This complements our Fruit Science program, which for ten-plus years now has been researching how the chemical and physical properties of fruit correlate with fruit quality and sorting requirements."

Almost half the orchard's ground area has so far been planted, with three varieties of kiwifruit, five varieties of apples, four varieties of cherries, and avocados. Lemons, mandarins, limes, oranges, and blueberries will also be planted. Fruits are being cultivated both conventionally and with experimental techniques, including UFO (upright fruiting offshoot) cherries, FOPS (future orchard production system) apples, and under-cover in-bag blueberries.

Cultivation at the Research Orchard is also forward-looking in its mindfulness of sustainability. Use is made wherever possible of environmentally-friendly materials, such as bamboo, biodegradable tapes, and organic fertilizer. Water irrigation is controlled by an integrated solar system with in-ground moisture meters, which can override the solar system to reduce water waste. And mulch,

pruning, and cut grass are returned to the soil.

Building on a scientific foundation

TOMRA Food possesses what is believed to be the world's largest library of fruit data, acquired from hundreds of thousands of fruit samples and analyzed for factors such as flavor, firmness, storage potential, defects, and the influence of weather conditions. It is this strong scientific foundation of fruit knowledge that the Research Orchard will build on.

TOMRA Fresh Food's Commodity Science Team Lead, Brittany Jaime, commented: "For scientific studies, we need high-quality data plus an understanding of the full history of each piece of fruit we analyze. The Research Orchard provides a controlled source of fruit, where we know all pre- and post-harvest conditions, such as climate, irrigation, sprays, and handling. From this base, we can draw accurate conclusions with confidence."

For more information, visit www.tomra.com

WALNUT CONSUMPTION MIGHT SLOW DOWN CANCER PROGRESSION

A sub-study of the Walnuts and Healthy Aging (WAHA) trial looks at the interplay of walnut consumption, changes in circulating miRNAs and reduction in LDL-Cholesterol in elders

A new publication in *Nutrients* explores mechanisms that may be related to “reduced cell migration and invasion in several carcinomas, suggests a novel mechanism of walnuts in cancer risk”.

Investigators share, “The WAHA study (Walnuts and Healthy Aging) is a randomized, clinical trial conducted in free-living elders aimed at evaluating the effects of walnut consumption

in cognitively healthy elders (63 to 79 years-old). We already reported that compared to the control group (usual diet with abstention from walnuts), consumption of walnuts for 2 years improved fasting lipids. Here we aimed at providing a further mechanistic insight of these results, in particular the reduction of LDL-C. Given that 1-year changes in c-miRNAs in a selected subset is a secondary prespecified WAHA outcome, we hypothesized that the

expected LDL-C reduction after one year of walnut consumption would be partly mediated by changes in c-miRNAs.”¹

Regular Walnut Consumption Modulates c-miRNAs

Authors of a recent paper in *International Journal of Molecular Sciences* describe c-miRNAs, stating, “Circulating microRNAs (c-microRNAs, c-miRNAs), which are present in almost all biological fluids, are promising sensitive biomarkers for various diseases (oncological and cardiovascular diseases, neurodegenerative pathologies, etc.), and their signatures accurately reflect the state of the body. Studies of the expression of microRNA markers show that





they can enable a wide range of diseases to be diagnosed before clinical symptoms are manifested, and they can help to assess a patient's response to therapy in order to correct

and personalize treatments. This review discusses the latest trends in the uses of miRNAs for diagnosing and treating various diseases, viral and non-viral. It is concluded that exogenous microRNAs can be used as high-precision therapeutic agents for these purposes.”²

Walnut-supplemented Diets May Support Increased Health of Cell Tissues

In the MENA region, smoking is among the most common behaviors that contribute to various cancers such as lung cancer. In addition to smoking, risk factors for many forms of cancer include a poor diet, low physical activity and greater rates of obesity.³

In this new publication, authors found that after

one year of supplementation with walnuts there was an upregulation hsa-miR-551a. Because upregulation of this miRNA has been linked to a reduced cell migration and invasion in several carcinomas, the findings suggests a potential mechanism contributing to explain benefits of walnuts in cancer risk

For more information, visit www.californiawalnuts.ae

1) *Interplay of Walnut Consumption, Changes in Circulating miRNAs and Reduction in LDL-Cholesterol in Elders*; Judit-Gil Zamarano, Montserrat Cofan, Maria-Carmen Lopez de las Hazas, Tatiana Garcia-Blanco, Almudena Garcia-Ruiz, Monica Domenech, Merce Serra-Mir, Irene Roth, Cinta Valls-Pedret, Sujatha Rajaram, Joan Sabate, Emilio Ros, Alberto Davalos, Aleix Sala-Vila
2) *Pozniak T, Shcharbin D, Bryszewska M. Circulating microRNAs in Medicine. Int J Mol Sci. 2022;23(7):3996. Published 2022 Apr 3. doi:10.3390/ijms23073996*

3) *The Overlooked Threat of Cancer in the Arab Region*; Yara M. Asi



THE POWER OF PINK FISH: INCREASING NORWEGIAN SEAFOOD CONSUMPTION IN THE MIDDLE EAST

The Norwegian Seafood Council (NSC), a key partner to Norway's fisheries and aquaculture industry, has played a significant role in driving consumption of the country's iconic pink fish in the Middle East. Now, with topics like wellness and sustainability growing in popularity, the NSC can leverage its access to Norwegian salmon to meet rising demand in the region.

In late 2022, the NSC celebrated 25 successful years as a supplier of Norwegian seafood to the UAE – firmly cementing Norway's leading position as a source for high quality blue food in the Middle East. With a trade presence dating back to 1998 – marked by a 200-tonne shipment of salmon – the NSC has seen over 40 million meals brought to the UAE, with almost three times as many being delivered to surrounding countries

in the region.

As a global market leader and the largest provider of fresh salmon, the NSC is perfectly positioned to cater to the decades-long trend of increased Norwegian seafood consumption across the Middle East. The Scandinavian nation's pioneering approach to salmon farming and lengthy history of craftsmanship in seafood production further underpin its credibility and continue to place it at the forefront of regional and international seafood sourcing and supply.

The Middle East's ongoing shift towards healthy living – paired with strict governmental regulations to ensure high standards of food safety and thorough management of natural resources to maintain sustainability – has significantly influenced the growing regional demand for lean seafood options. This has provided a unique

opportunity for the inclusion of Norwegian salmon and cod in local consumption habits, with the fresh fish promoting a balanced, healthy, and flavourful diet.

The premium nature of Norwegian seafood also complements the Middle East's appreciation for high-quality food, bringing exceptional nutritional value and expanded culinary options to the region's flourishing gastronomic market.

A report released by the NSC in 2021 also highlighted several other consumer trends that are prevalent in the Middle East today, including more people buying seafood online, a preference for convenient, affordable, and time-saving shopping, and a desire for transparency around how food is being produced.

For more information, visit www.norwegianseafoodcouncil.com





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