

# FOOD

## BUSINESS

### GULF & MIDDLE EAST

28

LARGEST-EVER  
GULFOOD 2024 DRIVES  
TRANSFORMATION

41

FORGET ABOUT BLOOD  
SUGAR PEAKS

33

ELLE & VIRE PROFESSIONNEL  
CREAM CHEESE COMPETITION

49

HOW TO PRODUCE FIXED-  
WEIGHT, FIXED-SHAPE FAST  
FOOD CUBES?

34

SEIZING NEW  
OPPORTUNITIES IN THE  
DAIRY INDUSTRY

54

FRESH APPLES: GLOBAL  
TRENDS AND INSIGHTS

*Visit Us At*

*Gulfood*

19-23 FEB 2024  
DUBAI WORLD TRADE CENTRE

Concourse 1/ BM-12



# MOVE YOUR BUSINESS FORWARD



AT THE WORLDWIDE  
FAIR FOR SAVOURY  
SNACKS

**SNACKEX**

XX International Trade Fair for Savoury Snacks & Nuts

STOCKHOLMÄSSEN  
**STOCKHOLM**  
19-20 JUNE 2024

SNACKEX.COM

TRENDS  
TASTES  
TECHNOLOGIES  
SUPPLIERS  
DECISION-MAKERS  
DISTRIBUTORS  
TRADE PARTNERS  
CUSTOMERS

 European  
Snacks  
Association

 Stockholmsmässan





**Maturity leads to happiness!**  
**النضج يقود إلى السعادة !**





# CONTENTS

## FOOD BUSINESS GULF & MIDDLE EAST



34



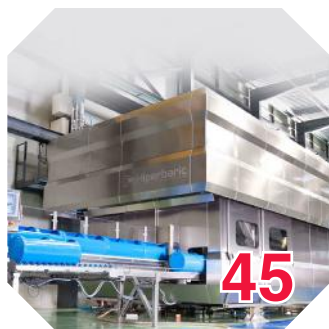
33



37



38



45



48



49



53



56

|                          |    |
|--------------------------|----|
| NEWS                     | 04 |
| GULFOOD PREVIEW          | 28 |
| CHEESE COMPETITION       | 33 |
| DAIRY INGREDIENTS        | 34 |
| DAIRY CHEESE             | 36 |
| DAIRY PRODUCTS           | 37 |
| WALNUTS                  | 38 |
| BAKERY                   | 40 |
| KETO CRACKERS            | 41 |
| INGREDIENTS              | 42 |
| PLANT-BASED MEAT         | 43 |
| STABILIZING SYSTEMS      | 44 |
| HIGH PRESSURE PROCESSING | 45 |
| FOOD EQUIPMENT SOLUTIONS | 46 |
| COOKING EQUIPMENT        | 48 |
| MEAT PORTIONING          | 49 |
| PACKAGING                | 50 |
| WEIGHER                  | 52 |
| COFFEE                   | 53 |
| FRUITS                   | 54 |
| CULTURED SEAFOOD         | 56 |

COVER PHOTO COURTESY: HYDROSOL GMBH & CO. KG

**Managing Editor**  
M. Matt

**Associate Editors**  
Jessie Jorge  
Megha Mary Matt  
Dr. Ann Matt

**Assistant Editors**  
Raseena Navaskhan  
Loimee De Leon

**Contributors**  
Dr. Hansel Geo Thomas  
Neville J. Chandler

### United Kingdom

Matt Media International Ltd.  
12 Gateway Mews  
London N11 2UT

### United States

Matt Media (USA) LLC.  
1713 E. Morgan Court  
Gilbert, Arizona 85295

### United Arab Emirates

Matt Media LLC  
P.O. Box 25694  
Sharjah Media City

Al Saad Adv. Designing & Pub LLC  
P.O. Box 25694, Sharjah, UAE  
Tel: +971 656 39494

**Email:** [info@foodbusinessgulf.com](mailto:info@foodbusinessgulf.com), [gulfag@emirates.net.ae](mailto:gulfag@emirates.net.ae) | **Web:** [www.foodbusinessgulf.com](http://www.foodbusinessgulf.com)

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.

All rights reserved. The opinions and views expressed in this publication are not necessarily those of the publishers. Readers are requested to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstance. The publishers regret that they cannot accept liability for any error or omissions contained in this publication.

Published by Matt Media© Intl. Ltd.(U.K.) 2024



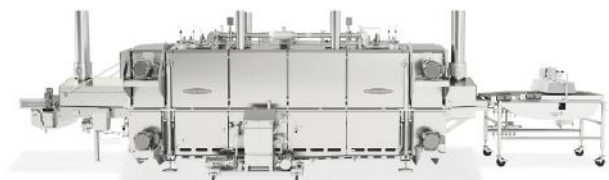


## Industry changing equipment + technology **designed for results**

Our value-added systems prepare and cook consistently superior beef, chicken, turkey, fish and other meat products including alternative meat to create a distinctive quality that stands out in the marketplace.

- Preparation + Processing
- Battering + Breading
- Frying + Oil Management
- Branding + Searing
- Cooking, Roasting + Drying
- Coating + Seasoning
- Product Handling

LOOKING BACK. PRESSING FORWARD.  
**ALWAYS INNOVATING.**



Visit us  
Anuga Foodtec 2024  
19 - 22 March  
Hall 6, Stand #A70

**HEAT AND CONTROL**

info@heatandcontrol.com | heatandcontrol.com

## GULFOOD 2024 | AWARD-WINNING ESTONIAN INNOVATION RETURNS WITH TASTE ESTONIA

Following their unprecedented success at the 2023 edition, Taste Estonia, the F&B platform of Enterprise Estonia, is returning to Gulfood 2024, Stand S-G44. The top 18 Estonian companies will be participating in the event, held between the 19<sup>th</sup> and 23<sup>rd</sup> of February 2024 at the Dubai World Trade Centre. These include the Gulfood Innovation Awards 2023 winners for Best Dairy Product and Best Health and Wellness

Product, Revala-Ice Cream Powders and Rosena DK, as part of the exhibitors. Gulfood is the biggest and most important annual event for Estonian food producers. As ever, the Estonian representation includes leading manufacturers, as well as innovative food producers.

Estonia is stepping up to the challenge of the evolving eating habits of discerning consumers and also global food security issues. Quick to

react and adapt to changing trends and needs, thanks to its compact size and forward-thinking approach, this Northern European country today exports its clean Nordic flavours to more than 100 markets around the world. At Gulfood 2024, Estonia will again showcase the country's healthy organic produce and innovative concepts to the local market, inviting the world to explore taste and food innovation.



## GLOBAL LEADER IN HIGH PRESSURE PROCESSING

**HPP** Minimally processed

**Food Safety**

**Extended Shelf-life**

**Fresh-like Quality**



[www.hiperbaric.com](http://www.hiperbaric.com)

**25**  
Years  
of Innovation





*Taste the Difference*

Hall 3 E3-20

# Authentic Japanese WAGYU



Japan Livestock Products Export Promotion Council (J-LEC) will return to Gulfood for the sixth year with a Japanese Wagyu beef stand.

There will also be cutting demonstrations by "Kimono" Butcher and live cooking sessions with local celebrity chefs every day during the exhibition. Visitors will be able to try a wide variety of samples to help them understand what makes Japanese Wagyu beef so unique.

Japanese Wagyu beef is renowned worldwide as a premium quality beef for its beautiful marbling, melt-in-the-mouth texture and unique sweet aroma. The distinctive Wagyu flavour clearly sets it apart from other types of foreign beef and its attractions are recognised all over the world. Overseas, especially in Europe and the USA, Japanese Wagyu beef tends to be served as sirloin or ribeye steaks; in Asia, Japanese-style dishes such as shabu-shabu and sukiyaki which use slices of more basic cuts of meat are popular, especially in Asian or Japanese restaurants.

Sirloin with its rich marbling is probably the most well-known way of serving Japanese Wagyu beef. However, other cuts, such as beef round, are also deliciously tender due to the fine marbling that

epitomizes Japanese Wagyu. These cuts have their own appropriate way of cooking and serving, as well as being more reasonably priced than more expensive cuts like sirloin. This variety makes Japanese Wagyu beef a very versatile meat.

Guest speakers who have travelled from Japan with our organization will be on hand to talk through the characteristics and cooking methods of each cut and to give live cutting demonstrations. There will also be guest celebrity chefs from Dubai showcasing recipes featuring Japanese Wagyu beef. This is a great opportunity to appreciate why there is so much more to Japanese Wagyu beef than just sirloin!



Japan Livestock Products Export Promotion Council

Hall 3 E3-20

**EVENT SCHEDULE** \* Subject to change

- Wagyu Lecture 11:30 daily
- Cutting Demo 12:30 | 15:00 daily
- Cooking Demo 14:00 (19th-22nd Feb)

[www.jlec-pr.jp/en/](http://www.jlec-pr.jp/en/)



## AGF FREEZERS BRINGS GREATER LOGISTICS BENEFITS TO MIDDLE EAST/ AFRICA CUSTOMERS WITH TIMAR GROUP

AGF Freezers Ltd, a global food freezing manufacturer, partners with the TIMAR Group, an international transport and freight forwarder, to offer customers ease of shipping, delivery, and storage of AGF parts and equipment. Situated at the crossroads of Europe, Africa, and the Middle East, AGF Freezer's Tanger Med port hub facility in Morocco provides a geographically advantageous location, facilitating efficient transportation and logistics networks for customers.

The port provides state-of-the-art infrastructure and advanced technology to handle large volumes of cargo while the TIMAR Group will provide customs clearance, transportation, and warehouse benefit. With this combination, AGF Freezers will be able to streamline processes and connectivity in the region - both domestic and international - a value-added benefit for AGF customers.

Established in 2010 in Vancouver, Canada,

AGF Freezers is a global food freezing manufacturer built on trust and dependability. Utilizing engineering and manufacturing expertise from Canada and Europe, AGF is committed to providing best-in-class freezing solutions to improve global food production efficiency. AGF Freezers serves international markets to meet customer demand, establishing offices in Europe, South America, China, Australasia, and the Middle East/ Africa.



MorningStarCo.com +1 209 826 8000



# WE SPEAK FLUENT TOMATO

Elevate your culinary creations with our diverse range of tomato ingredients, all grown and produced in California. Perfect for bulk, foodservice, boutique, and specialty businesses.





## ARAB-BRAZILIAN CHAMBER TAKES COMPANIES TO GULFOOD 2024

The Arab-Brazilian Chamber of Commerce (ABCC) will promote the participation of Brazilian companies in the next edition of the Middle East's largest food and beverage show Gulfood, to take place from February 19 to 23 in Dubai.

In an online warm-up meeting on Wednesday (31), information was made available on the food market of the UAE and the guiding principles of the participation orchestrated by the ABCC. "It's a very appealing, diversified show where there is demand not only for commodities but also high value-added products, and this is what's the ABCC is aiming for in its strategy," said

ABCC CEO & secretary-general Tamer Mansour in the meeting.

The presentation made during the online meeting by ABCC Market Intelligence manager Marcus Vinicius pointed out the opportunities for the food industry of the UAE. Over half of food consumed in the Arab country – which reached USD 30.29 billion last year – are imported. Consumption is expected to reach USD 30.58 billion this year and USD 30.94 billion in 2025.

The manager showed some of the leading food distribution channels to the UAE consumers. Hypermarket and food retail store chains include Carrefour, Emke Group, and Nesto

Group. There are supermarkets like Al Maya, Centrepont Stores, and Choithrams. E-commerce has grown, and companies such as Amazon, Namshi, Noon, and SharafDG have operated in the region.

In addition to taking Brazilian companies as exhibitors to Gulfood, the ABCC will be at the show doing actions of the Halal do Brasil project. The initiative, carried out in partnership with the Brazilian Trade and Investment Promotion Agency (ApexBrasil), aims to foster the international presence of Brazil as a supplier of halal goods. The focus is fostering value-added food exports.

### Get **more cheese** out of your milk

Combine market-leading cultures, enzymes, and technologies to optimize your process and achieve higher yield.

By harnessing the power of nature, you can make your products more affordable, reduce waste and improve your carbon footprint.

[LEARN MORE](#)

LET **BIO SOLUTIONS** IMPROVE YOUR NUMBERS

**CHR. HANSEN**

*improving food & health*

Chr. Hansen Middle East & Africa FZ-LLC  
+971 4 4550300, [meainfo@chr-hansen.com](mailto:meainfo@chr-hansen.com)



[SCAN ME](#)

## COFFEE PLANET STRENGTHENS ITS PRESENCE IN ABU DHABI

Coffee Planet, a UAE-born specialty coffee company with nearly two decades of experience in the region, has expanded its presence to Etihad Plaza, Abu Dhabi, with a facility that features a corporate office, showroom, café and training facility open from 24<sup>th</sup> January 2024.

Dubai has always been the home of Coffee Planet, known to the communities they serve as their escape into the goodness of specialty coffee experiences – from grabbing a coffee on-the-go, to relaxing in a hotel, through to finding their range of specialty coffee products across hundreds of supermarkets. Inspired by its

philosophy of making specialty coffee accessible to all, the company has expanded across the Middle East and further. The UAE remains the home country of the brand and Coffee Planet has served many customers in Abu Dhabi through specialty experiences. Now, the next step for the company was to strengthen its presence in the capital.

In a testament to its rapid economic development and strategic initiatives, Abu Dhabi is solidifying its position as a formidable business hub in the United Arab Emirates (UAE). The emirate's commitment to diversification, innovation, and fostering a business-

friendly environment has attracted a surge of local and international enterprises, propelling it into the spotlight as a key player in the global business landscape.

This move will give Coffee Planet a strategic presence in the capital city. The SCA-accredited Campus by Coffee Planet will be their second learning facility in the UAE, with the first being in Dubai. It will allow coffee lovers and budding baristas to turn their passion into a profession, and professional baristas to further enhance their skills. It will also feature a state-of-the-art showroom and office facilities designed to welcome new and existing partners.

**BELGIOIOSO®**  
Tradition • Artisan • Quality

BelGioioso Cheese has been specializing in natural, award-winning cheeses for over 40 years. All BelGioioso cheeses are crafted using only the freshest cow's milk. We maintain an artisan touch because every cheese is treated individually, according to its own personality.

[belgioioso.com/foodservice](http://belgioioso.com/foodservice)

f i p y





**Sedex** | **SMETA**  
SMETA 4-PILLAR CERTIFIED FACTORY



**Your packaging goes 100% Eco-friendly and Recyclable with Tin Containers !!**

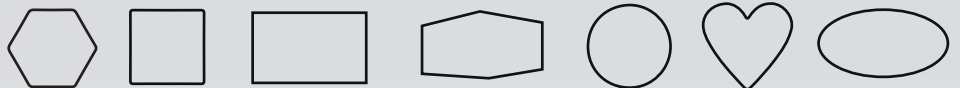
**100% Recyclable | Food Grade | Easy To Carry | Eco-friendly**

**Multi-purpose | High Brand Recall | Lasting Freshness**



**INDIA'S LEADING DECORATIVE TIN CONTAINER MANUFACTURER**

**AVAILABLE SHAPES:**



**NIKITA CONTAINERS PRIVATE LIMITED**

**BOX IT ALL...**

**THINK TIN... THINK NIKITA!**

NIKITA CONTAINERS PVT. LTD., CLARION HOUSE, Plot No. S-8, Thiru-Vi-Ka Industrial Estate, Guindy, Chennai - 600 032.

M: +91 9382287550 / +91 9884894913 / +91 9380923729

✉ [kramakrishnan@nikitacontainers.in](mailto:kramakrishnan@nikitacontainers.in) | [santha@nikitacontainers.in](mailto:santha@nikitacontainers.in) | [ssakhivel@nikitacontainers.in](mailto:ssakhivel@nikitacontainers.in)

 [www.nikitacontainers.in](http://www.nikitacontainers.in)

A **Clarion** Group Enterprise  
Inspired by Trust

## FLAIR SYRUPS TO UNVEIL NEW SENSATIONS AT GULFOOD 2024

FLAIR Syrups is once again set to dazzle the beverage industry with its latest innovations at Gulfood 2024.

In what has become a celebrated tradition, FLAIR Syrups returns to stand Z2 – F20, continuing to build on the remarkable journey that began at Gulfood back in 2014.

This year, we are unveiling an exquisite array of new syrups and

cordials that are set to become the cornerstone of every mixologist's arsenal:

- Classic Syrups in 1Lt Glass Bottles: A testament to our commitment to elegance and quality, featuring exotic Hibiscus, a fusion of Pink Pepper and Vanilla, the refreshing zest of Cardamom-Lemongrass, and the soothing

Levander syrup.

- Mocktail Cordials: These ready-to-mix cordials promise to deliver the essence of your favorite cocktails without the alcohol. Our lineup includes the crisp Gin – Tonic mocktail cordial, the sophisticated Manhattan mocktail cordial, and the bold Negroni mocktail cordial.

- Concentrated Flavours in 0.50Lt Glass Bottles: Intense and inviting, these concentrated flavors – Caramel, Hazelnut, Vanilla, Strawberry, Passion, and Blue Curacao – are crafted to inspire innovation in beverage creation.

# Nº1

## MULTI VITAMIN MALT DRINK

**WE ARE LOOKING FOR:  
IMPORTERS • DISTRIBUTORS •  
RETAILERS • COPACKERS**

Let's arrange a meeting  
at Gulfood 2024.

Please contact us via

phone & WhatsApp:  
+32 475 28 17 83

or email:  
info@maximalt.eu



**NON-ALCOHOLIC**

**WWW.MAXIMALT.EU**

## ORKIDE OILS IS IN GULFOOD 2024

The greatest food innovation fair of the world where the food, beverage and food equipment sectors come together will be held this year between February 19-23, 2024 in Dubai. Gulfood is evaluated as the meeting point of the global food sector.

Orkide Oils which has achieved sustainable growth in the vegetable oils sector from 1979 to the present and is the greatest vegetable oils producer of Turkey exports its products to nearly 100 countries with its widespread export network in foreign market.

Orkide Oils which will participate in Gulfood 2024 (Stand: Z1-C32) will exhibit its products in categories of vegetable edible oils (refined sunflower oil, refined corn oil), extra virgin olive oil, vegetable margarine, vegetable ghee, baking fats and industrial fats.



## A BRAND NEW STATE-OF-THE-ART GREEN FACTORY, WITH 5.5MW OF SOLAR PANELS, AVAILABLE FOR YOU IN BELGIUM



This brand-new building is available for developing new industrial activities in any field.

- 35,000 m2 of surface area
- 13-22m high
- thermally insulated building
- 5.5 MW of solar panels
- 15 loading docks
- cold and freeze storage

### CONTACT US

Jean-Louis Dourcy, Owner of Castle Group

Tel: +32498122667

E-Mail: [jean-louis@castle-ingredients.com](mailto:jean-louis@castle-ingredients.com)



**CASTLE GROUP**  
Since 1868

## BÜHLER BRINGS THE ENTIRE PROTEIN VALUE CHAIN UNDER ONE ROOF

Swiss technology group, Bühler recently opened its new Protein Application Center in partnership with endeco, as part of the company's expanded food innovation capabilities in Uzwil. The center completes the technology solutions necessary to go from pulses or grains to finished consumer products, such as dairy or meat replacements, or for intermediate ingredients, such as proteins, fibers, or starches. This takes the process and product development of proteins to new heights. With dry

and wet processing options for plant proteins, Bühler now offers solutions to its customers covering the whole protein value chain – from field to consumer products. Customers will be able to develop and validate their ideas in protein processing to produce plant-based foods, such as meat substitutes and beverages. A topic of growing importance is to maximize the value of the side streams generated in the food industry and the application center brings unique technology solutions to address this.

“Bühler has been striving to offer customers a complete range of solutions in the field of protein. With the new center, we have taken a major step and can increase impact in terms of efficiency, sustainability, and food safety,” says Andreas Risch, Head of Business Unit Special Grains & Pulses at Bühler. “Now we can confidently tell our prospective customers that they can bring their raw material like peas, or beans, and together, we will develop a juicier burger, tastier bar, better and authentic cheese or beverage.”

## RUBICON UNVEILS EXOTIC DRAGON FRUIT JUICE - A SYMPHONY OF HEALTH AND FLAVOR

Rubicon, a global leader in exotic beverages, proudly announces the international launch of its latest innovation – Rubicon Dragon Fruit Juice. Focusing its launch in the GCC, this vibrant and exclusive drink is set to revolutionize the beverage industry.

Committed to natural goodness, Rubicon's Dragon Fruit Juice boasts no added sugar, sweeteners, preservatives, or artificial colors. This gluten-free and vegan-friendly beverage caters to a wide array of

consumers, offering versatility. Its naturally radiant purple color and unique taste profile make it perfect for crafting both mocktails and cocktails, appealing to a broad spectrum of tastes.

Each sip delivers a refreshing exotic taste, with a blend of subtle sweetness and a berry-like zest. Its distinctive flavor profile makes it a standout in the beverage category. Rubicon Dragon Fruit Juice is a promising addition to the beverage portfolio of leading retailers, resonating with various audience, including trend-

conscious customers.

Initially available at Lulu Hypermarkets, the juice's availability will soon expand to all major supermarkets, hypermarkets, and online stores.

Jose Jacob, Sales and Marketing Director at Rubicon, expresses his enthusiasm: "Rubicon Dragon Fruit Juice is a true game changer. Its natural appeal and unique, flavorful taste meet the growing demand for wholesome yet delicious beverages. We are excited to introduce this exotic flavor to the GCC market."



- Inspiring innovation
- Forward-thinking nutrition
- Functional ingredients
- Tailored preparations
- Variety flavours
- Clean & circular initiatives

www.aecifoodandbeverage.com  
 Ron Richardson / +27 72 667 1029  
 Ron.Richardson@aeciworld.com  
 Rejoice Sono / +27 83 296 3547  
 Rejoice.Sono@aeciworld.com





## NORWEGIAN SEAFOOD COUNCIL MARKS RECORD YEAR AS IT RETURNS TO GULFOOD 2024

The Norwegian Seafood Council (NSC), a dedicated marketing partner to Norway's aquaculture industry and global advocate for Norwegian fisheries, has announced its participation in the 29<sup>th</sup> edition of Gulfood (NSC stand at #MP-C18). The NSC is returning to the exhibition following its contribution to last year's installment, as it highlights the success of 2023 and seeks to support the increasing value of Norwegian seafood throughout the Gulf.

As the largest annual F&B sourcing event in the world, Gulfood provides a unique networking platform that allows the NSC to share its knowledge and products with a diverse international audience.

Last year, the NSC marked the occasion with a celebration of its 25-year history as a supplier of Norwegian seafood to the United Arab Emirates (UAE); this year, the group is commemorating 2023 as a record year for exports, both to the UAE and to the Kingdom of Saudi Arabia (KSA).

Over the last 12 months, the NSC has exported a total of 10,997 metric tonnes of seafood to the UAE – a 35 per

cent increase from 2022, with a value exceeding 345,000 AED. Of the 10,997 tonnes, 9,866 of it was salmon, signaling the overwhelming demand for fresh, whole pink fish. Frozen salmon also comprised a significant portion of the export, with an annual growth rate of 223 per cent; experts link the rise to increased consumption and the UAE's strengthening position as a regional hub for salmon consumption.

Similar statistics are seen in exports to KSA, with over 9,500 tonnes of seafood exports valuing over 285,000 AED. Salmon maintained its popularity, accounting for 7,169 tonnes, with demand for fresh whole salmon remaining highest. The targeted response to rising demand in the region – and subsequent success in export trends – follows the findings of a comprehensive digital survey conducted by the NSC across the UAE and KSA last year.

Visit the NSC stand at #MP-C18 to find out more about its ongoing trade relationships and the quality of Norway's blue food. Virtual reality glasses will also be available for visitors who choose to partake in the on-site activation.

Contact Us  
+ 44 203 287 3817



The International Virtual Exhibition & Conference for Food, Beverage and F&B Industry Technology

Online International Platform

**01 to 30  
OCTOBER 2024**

**VIRTUAL SPACE  
FOR REAL BUSINESS**

**BOOK YOUR STAND**



[www.vfoodfair.com](http://www.vfoodfair.com)



# Latini®

Excellence Thru Innovation

## Complete Production Lines For

- CANDY • TOFFEE • LOLLIPOP
- CHOCOLATE • BUBBLE GUM • FONDANT & RELATED BAKERY INPUTS



LATINI  
AUTOMATIC CHOCOLATE  
COATER



LATINI  
LAB COATING PAN



LATINI  
LAB PULLING MACHINE



LATINI  
LAB FORMING MACHINE



LATINI  
3D LOLLIPOP FORMER HLM-2000



LATINI  
CANDY K ART LAB EQUIPMENTS

**Latini Hohberger Dhimantec Inc.**

893, N. Industrial Drive, Elmhurst,  
(Chicago), IL 60126, USA

+1 (630) 675-6556, +1 (630) 834-7789

latinihohberger

latiniusia

info@latiniusia.com

www.latiniusia.com

## WORLD OF COFFEE DUBAI 2024 ATTRACTS OVER 13,000 SPECIALIZED VISITORS WITH 30% GROWTH

World of Coffee Dubai 2024, organised by DXB Live, the integrated event management and experiential agency of the Dubai World Trade Centre, in collaboration with Specialty Coffee Association, has successfully concluded with a remarkable turnout and overwhelming participation of more than 13,000 specialized visitors from enthusiasts and industry professionals worldwide with a 30% growth from last year.

The highlight of the closing day was the crowning of the winners of the UAE National Barista Championship. The competition featured

the most talented baristas in the UAE vying for the coveted title and the chance to represent the country at the World Barista Championship. Michaela Rnazol from Typica Cafe secured the first place while the second place went to Kemal Risyad from Archers Coffee, followed by Nooran Al Bannay from Coffee Architecture at the third place. Additionally, the 1<sup>st</sup> place in the Latte Art was presented to Mondrick Alpas from Gold Box Roastery, 2<sup>nd</sup> place to Angelo Lagata from Number Five Gate and the 3<sup>rd</sup> to Jatfikly Raymond Ampuan from DRVN by Porsche.

## FIERE DI PARMA AND KOELNMESSE JOIN HANDS TO BOOST TUTTOFOOD'S INTERNATIONAL PRESENCE

Koelnmesse and Fiere di Parma proudly announce the expansion of their partnership. Having successfully collaborated in the Food-Tec industry for the past 8 years, the two organizations are now extending their cooperation to the Food & Beverage sector.

Starting in 2024, TuttoFood will be supported by Koelnmesse, the organizer behind globally renowned food fairs such as Anuga and ISM. With its extensive global sales network and international expertise,

Koelnmesse, in collaboration with Fiere di Parma, aims to reinforce the already established position of TuttoFood.

As of today, therefore, the Agri-Food companies market benefits from a single trade fair platform that has in its portfolio Anuga-Cologne, the world's leading event, Cibus-Parma, the biggest and iconic exhibition of Made in Italy food, and TuttoFood-Milan, which will host the trends of the global Food & Beverage industry.



## MEET THE PACKAGING EXPERTS AT ANUGA FOODTEC 2024

GO sustainable!, the motto of SEALPAC's trade show appearance at Anuga FoodTec 2024, is more relevant than ever, as resource-saving packaging systems are in great demand within the food industry. At the event in Cologne, Germany, the packaging expert, and leading manufacturer of high-tech traysealers and thermoformers, will be presenting contemporary solutions. Whether it concerns high-performance lines or entry-level concepts, at stand C40/D41 in hall 9 the trade visitors will find innovative packaging machines

that set the tone with their particularly economical use of materials and energy.

Aluminium and stainless-steel containers in GastroNorm (GN) format, which are used by artisan butcher shops, suppliers of out-of-home meals, and community caterers, can now be sealed under modified atmosphere in a highly efficient manner. With its new, semi-automatic M-Flex traysealer, SEALPAC enables these companies with smaller production volumes and frequent product changes to enter the professional world of tray-sealing. The M-Flex traysealer takes up

little space and can be used for various applications, formats, and materials. At the SEALPAC stand in Cologne, visitors will experience semiautomatic packaging at the example of the innovative FlatSkin® application, which uses a high proportion of fibre and as little plastic as possible, as well as modified atmosphere packaging of standard plastic trays. They can convince themselves of the user-friendly operation and flexibility of the SEALPAC M-Flex. Its tooling quick exchange system enables product changeovers with minimum downtime.



**One-Stop Shrink Sleeve  
Solutions Provider**

We provide  
**Ideal Shrink Sleeve  
Packaging Solution**  
for you



**▶ Watch Now**  
Auto Shrink Sleeve Labeler  
**DSV-BP**

**DASE-SING PACKAGING TECHNOLOGY CO., LTD.**



ChiaYi Head Office  
Tel : +886-5-2956088  
Fax: +886-5-2956099



HsinChu Office  
Tel : +886-3-5686478  
Fax: +886-3-5686821

✉ [dasesing@dasesing.com](mailto:dasesing@dasesing.com)



[www.dasesing.com](http://www.dasesing.com)

## IFF ADVANCES PLANT-BASED MEAT ALTERNATIVES WITH HIGH-MOISTURE EXTRUSION INVESTMENT

IFF, a global leader in food and beverage, home and personal care and health and wellness is stepping up its game in the world of plant-based meat alternatives. The company has invested in high-moisture extrusion (HME) technology from Coperion, a global leader in extrusion technology.

IFF has pioneered many options for meat alternative players along the years, and now this investment is further enhancing the possibilities, enabling the company to support manufacturers in replicating the appearance and fibrous texture of conventional whole-muscle meat. HME can deliver an improved eating experience of plant-based meat

and seafood products, offering advantages such as increased juiciness and muscle-like texture compared to other methods. Manufacturers can harness HME to create unique sensory attributes by understanding the interactions between various processes, ingredients, flavors, and proteins to optimize taste, texture, and cost-effectiveness.

The plant-based meat alternatives segment is projected to reach a market value of \$6.4 billion in 2023. This growth trend is expected to continue with double-digit growth over the next five years. HME technology plays a pivotal role, accounting for approximately 20 percent of plant-based meat products worldwide.



**European Organic Food**  
Good Choice

**Organic food from the EU is a good choice for those who care about themselves and their loved ones.**

**It is My choice.**

**ENJOY IT'S FROM EUROPE**

**Co-funded by the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of European Union or National Support Centre for Agriculture. Neither the European Union nor the granting authority can be held responsible for them.

## ALMARAI BAKERY FACTORY IN HAIL WINS THE BASMA AWARD

The Almarai Bakery Factory in Hail won the award of HRH Prince Abdulaziz bin Saad bin Abdulaziz, Governor of Hail Region "Basma", in its main branch as the best project that motivates and supports the process of sustainable development in the Hail region, which contributes to achieving the Kingdom's Vision 2030.

During the sixth annual Basma ceremony on December 28, 2023, Prince Abdulaziz presented the award to Abdullah Al-Otaibi, Head of Corporate Communication and Public Relations.

Al-Otaibi expressed profound gratitude to Prince Abdulaziz, stating that the award reflects Almarai's steadfast commitment to investing in sustainable development in Hail. He emphasized the company's strategic role in realizing Vision 2030, particularly in enhancing food security in the Kingdom.



## EU'S 'ORGANIC JOURNEY' SPARKS DUBAI'S CULINARY PASSION AND IMMERSIVE EXPERIENCES

A captivating array of promotional events unfolded across 10 strategic sales locations in Dubai, spanning from December 7 to December 12, 2023. These events marked a significant stride in the implementation of the EU-financed campaign, aptly named the "Organic Journey."

Within the ambit of these engaging activities, consumers were not only treated to an immersive experience but also provided with invaluable informational materials. Brochures detailing the nuances of the EU-financed campaign, "Organic Journey," were disseminated, allowing patrons to delve deeper into the facets of European food safety. The spotlight shone brightly on premium quality production standards, elucidating the unique aroma and delightful flavor that characterizes European organic products.

As a testament to the commitment to consumer satisfaction, attendees were also bestowed with the privilege of indulging in free samples. This gastronomic journey

allowed them to savor the exquisite offerings of organic products hailing from the verdant landscapes of Greece, Romania, and Bulgaria. In essence, these promotions not only showcased the richness of European organic produce but also served as an educational platform, fostering an appreciation for the meticulous standards and delectable essence encapsulated in each product. The promoted products were Socrates olive oil and Stylis Olives from Greece and Bio Carpathia Cheese from Romania.

The EU Financed campaign EU Organic Journey aims to promote and increase the awareness regarding the European organic products from Greece, Romania and Bulgaria to consumers in UAE, Saudi Arabia and USA with the participation of the organizations Agrodiaτροφiki Sympraxi Perifereias Stereas Elladas (ASPSE) from Greece, Bio Carpathia Cooperative from Romania and National Organic Association (NAO) from Bulgaria.



### CAN MAKING/CANNING MACHINE

**S-M446**  
AUTOMATIC IRREGULAR  
CAN DOUBLE SEAMER



- Complete line tin can making machinery for food, beverage, aerosol, DRD, paint, milk powder and other cans.
- Food canning machinery including vacuum seamer, liquid filler...etc.
- Twist-off cap (lug cap) production line.
- Aerosol cone/dome forming and lining machine.
- Punch dies and other toolings for can industry.
- Please visit our web site for more information.



**S-C4A+S-C9**  
AUTOMATIC 3H VACUUM  
SEAMER WITH CLINCHER



**Cannex Fillex**  
Asia Pacific



Jul.16-19.2024

**Booth No.:1210 (Hall 10.1)**

**www.shinican.com**  
contact@shinican.com.tw

**SHIN-I MACHINERY WORKS CO.,LTD.**  
Tel:+886-4-26238181 Fax:+886-4-26232129





World's  
Best  
Eclairs



### We Also Manufacture

Toffees, Ball, Flat & Swirl  
Lollipops, Candies, Gummies  
& Other Confectionery  
Products.



Dhiman Food (Pvt.) Ltd.  
627 Sushant lok-1

Gurugram-122 009 (Haryana)  
Punjab, (India)-Chicago (USA)

dhimanfoods

snazy.in

Candies@dhimanfoods.com

www.dhimanfoods.com

## STEPACPPC'S NEW SUSTAINABLE PACKAGING BOOSTS EXOTIC MUSHROOM LONGEVITY

Fresh produce packaging pioneers StePacPPC has customized its award-winning modified atmosphere packaging (MAP) films to preserve fresh whole and sliced white mushrooms, and whole exotic mushrooms, such as oyster, lion's mane, shiitake, portabella and more. The lean MAP system fulfills consumer demands for sustainable packaging that slows deterioration and dramatically reduces waste of this highly perishable item.

The appetite for mushrooms has been growing rapidly based on their health halo and being a vegan source of meaty umami flavor and texture. Yet mushrooms

also have a very short shelf life. Growers and shippers are constantly grappling with these challenges, striving to improve mushroom storage capabilities and curb waste.

StePacPPC's latest advancement in its packaging formats is designed specifically to maintain the freshness of whole and sliced white mushrooms, and whole exotic mushrooms. The customized films significantly slow down decay and reduce weight loss of costly culinary delicacies, preserving texture, nutrition, and flavor thereby effectively diminishing a considerable amount of waste and cost.

## SAPAL ANNOUNCES EXPANSION OF ITS CHOCOLATE PORTFOLIO

The Swiss manufacturer SAPAL signed a commercial agreement on December 18<sup>th</sup>, 2023 with MACS, an Italian company based in Bologna. MACS is a well-known manufacturer of innovative high quality packaging machines, particularly in the confectionary and food industry segment. SAPAL can build on

its experience of more than 115 years in the chocolate industry, but also in the processed cheese and bouillon industries.

MACS has a full range of state-of-the-art machines ready to be marketed and Sapal will leverage its excellent sales task force and well-proven customer service to sell the machines globally.



## INGREDION PARTNERS WITH BETTER JUICE

FoodTech start-up Better Juice, Ltd., today announced its collaboration with Ingredion, Inc. (NYSE: INGR), a leading global provider of specialty ingredients to the food and beverage industry. Ingredion Ventures, Ingredion's venture investment arm, will lead the Series A funding round for Better Juice which will fast-track penetration of its breakthrough sugar reduction solution into the US juice market. Better Juice's

innovative sugar reduction technology removes simple sugars in juice-based beverages, concentrates and other natural sugar-containing liquids. The Company developed an enzymatic technology, which converts sugars into non-digestible compounds, such as dietary fibers and non-digestible sugars, while maintaining the natural profile of vitamins, minerals and organic acids in the final product.

## NEOM ANNOUNCES JOINT VENTURE WITH TABUK FISHERIES COMPANY

NEOM, the sustainable regional development taking shape in northwestern Saudi Arabia, announced the establishment of a joint venture with Tabuk Fisheries Company. Endorsed by the Ministry of Environment, Water and Agriculture (MEWA), the joint venture, Topian Aquaculture, aims to support the National Livestock and Fisheries Development Program in achieving its ambitious goal of producing 600,000 tons of fish products annually by 2030.

The joint venture builds on the Memorandum of Understanding between NEOM and Tabuk Fisheries Company signed in 2021 and will establish Topian Aquaculture. The venture will include a hatchery that is expected to become the largest in the MENA region by the end of 2024 and has a planned capacity of 42 million fingerlings and marine-pen production facilities, with production of finfish in the pens projected to reach 20 kt per year.

Yeni ticaret kapıları açar  
Key to Markets

Messe Stuttgart  
Area Fair 10B

**IBAKTECH**

14<sup>TH</sup> INTERNATIONAL TRADE FAIR FOR BAKERY,  
PATISSERIE MACHINERY, ICE CREAM,  
CHOCOLATE AND TECHNOLOGIES

**24-27 APRIL 2024**

ISTANBUL EXPO CENTER - TÜRKİYE

For Online  
Registration

Supported by:

REPUBLIC OF TURKEY  
MINISTRY OF TRADE

KOSGEB

ifm

GIDABİL

EXHIBITOR

Venue  
ifm

THIS FAIR IS ORGANIZED WITH THE AUDIT OF TOBB (THE UNION OF  
CHAMBERS AND COMMODITY EXCHANGES OF TURKEY)  
IN ACCORDANCE WITH THE LAW NO. 5174.

## EXPOCACER REGISTERS 20% INCREASE IN COFFEE SALES VOLUME IN 2023

2023 was a year of great achievements for the Cerrado Coffee Growers' Cooperative (Expocacer), who shipped more than 1.3 million 60kg coffee bags (nationally and internationally), 20% more than in 2022, achieving a new historical record. This

trade represents more than 1,328,256,000. Currently, the region produces around 15% of the country's coffee and the good results came at a very important time for the cooperative, which celebrated its 30<sup>th</sup> anniversary last year.

Another major accomplishment, not just for Expocacer, but for the

history of coffee growing, was that the cooperative became the first in the world to receive the regenerative certification at the end of 2023.

"Our strategy is aligned with market demands, not only for coffee as a product, but mainly focusing on the production and consumption chain. These results represent the effort and commitment of our cooperators who have been doing an excellent job for years, as much with society as with the beans and the environment," says Ítalo Henrique, Expocacer's Commercial Director.

### Are you searching for Kosher Certification?

## STAR-K KOSHER CERTIFICATION

ONE OF THE TOP 5 WORLDWIDE CERTIFICATION COMPANIES IS HERE AT GULFOOD!!

STAR-K Kosher Certification has provided kosher supervision for over fifty years.

We're One of the Most Respected Kosher Supervisors. Globally Recognized. Trusted By Millions

Meet us at Gulfood, we are on-site and ready to help you! Contact us by email or text below. Enjoy the show!!

|                                                                                                                                                               |                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>USA</b><br><b>Mr. Steve Sichel</b><br>Email: <a href="mailto:steve@starkosher.com">steve@starkosher.com</a><br>Tel: 410-999-3674<br>Cell: 410-456-6592 | <br><b>INDIA</b><br><b>Mrs. Elizabeth Kurian George</b><br>Email: <a href="mailto:contact@psfood.in">contact@psfood.in</a><br>Tel: +91 484 4000964<br>Cell: +91 9895222665<br>+91 8129881888                                                                                                               | <br><b>SRI LANKA</b><br><b>Mrs. Audrey Peiris</b><br>Email: <a href="mailto:sl@psfood.org">sl@psfood.org</a><br><a href="mailto:audrey@star-k.org">audrey@star-k.org</a><br>Tel: +94775876295 |
| <br><b>PAKISTAN</b><br><b>Mr. Fishel Benkhaled</b><br>Email: <a href="mailto:fishel@star-k.org">fishel@star-k.org</a><br>Tel: +923337666299                   | <br><b>CHINA</b><br><b>Mr. Amos Benjamin</b><br>Email: <a href="mailto:amos@star-k.org">amos@star-k.org</a><br>Tel: +862162362863                                                                                                                                                                          | <br><b>PHILIPPINES</b><br><b>Mr. Joel Weinberger</b><br>Email: <a href="mailto:joel@star-k.org">joel@star-k.org</a><br>Tel: +1626831546                                                       |
| <br><b>TURKEY</b><br><b>Mr. Ahmet Mahir Yener</b><br>E-mail: <a href="mailto:yener@star-k.org">yener@star-k.org</a><br>Tel: +90 532 263 92 84                 | <p style="text-align: center;">As a leader in the international world of kosher certification, we provide valuable kosher supervision as the demand for kosher-certified products rises. Experience the Star-K advantage; Service, Technical Knowledge, Acceptability, Respect and Kosher Supervision.</p> |                                                                                                                                                                                               |

## GULF CAPITAL CLOSES STRATEGIC SALE OF AMCAN

Gulf Capital ("GC"), one of the largest private equity firms investing from the GCC to the rest of Asia, announced that it has successfully completed the sale of 100% of AmCan, the exclusive distributor of many of the top global sports nutrition brands across the MENA region, to a leading regional FMCG distributor operating across the Middle East and Africa. This highly profitable and strategic sale comes on the heel of another successful exit of a food distribution firm, Chef Middle East ("Chef ME"), the GCC's premier foodservice distribution business, which was sold to The Chefs' Warehouse, a Nasdaq-listed specialty food distributor operating across North America.



## INNOVATION HUB FOR HEALTHY FOOD, NEW EXHIBITION TO BE LAUNCHED AT MACFRUT

The Innovation Hub For Healthy Food will make its debut at Macfrut 2024 (8-10 May): an exhibition dedicated to the sustainable products and processing technologies used to produce functional foods with high nutritional value. The new exhibition, which will complement a wide range of themed areas, is organised in collaboration with the University of Bologna, Department of Agri-Food Science and Technology (DISTAL), the Food Science Campus in Cesena, and the Centre for Industrial Agrifood Research.

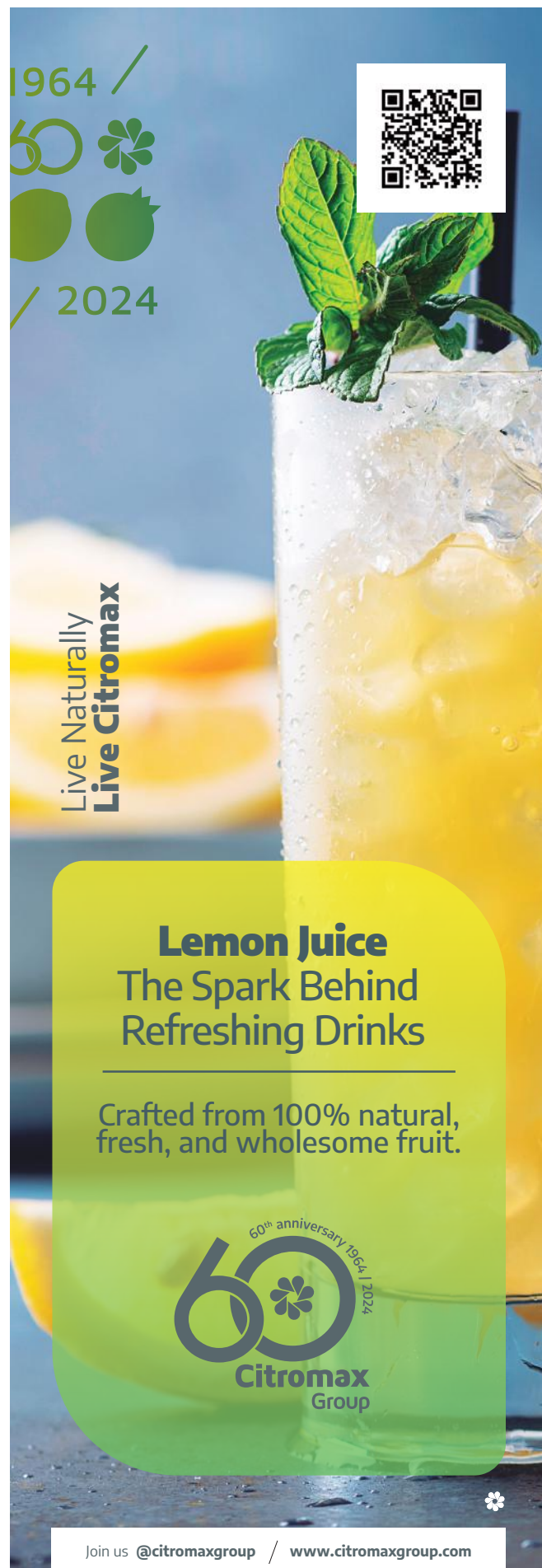
The exhibition will focus on innovative fruit and vegetable products as well as the processes involved in their production, and will include themed workshops and demonstration activities carried out by internationally renowned researchers and innovative companies in the sector.

As part of the programme, there will be in-depth sessions on emerging cutting-edge and environmentally-

friendly processing technologies, as alternatives to traditional thermal treatments, for the preparation of products such as fresh and minimally processed juices/extracts, fruit and vegetable snacks, advanced fresh-cut produce, and vegetable creams made through precision fermentation, with a special focus on the opportunities available to companies in the sector to implement innovative and competitive projects regarding these topics, both in Italy and abroad.

This exhibition is intended to provide a tangible response to the needs of consumers who are becoming more conscious of healthy eating and who are looking for new healthy products.

Meanwhile, the commercial team of Macfrut is hard at work: in fact, many leading companies in the healthy food sector, whose products are proving more and more to be viable alternatives to conventionally processed foods, have confirmed their participation.



1964 / 60 2024

Live Naturally  
**Live Citromax**

**Lemon Juice**  
The Spark Behind  
Refreshing Drinks

Crafted from 100% natural,  
fresh, and wholesome fruit.

60<sup>th</sup> anniversary 1964 / 2024  
**Citromax**  
Group

Join us @citromaxgroup / [www.citromaxgroup.com](http://www.citromaxgroup.com)

## JBT TO DEBUT TWINDRUM™ PROYIELD™

JBT, the technology solutions provider to the global food and beverage industry, has announced the launch of the new updated version of Stein TwinDrum™ PProYIELD™ 600 Spiral Oven, a breakthrough in spiral oven engineering designed to redefine processing standards worldwide. Featuring a patented double-impact airflow technology perfecting

uniform cooking with consistent temperature distribution across the conveyer belt. The result is unmatched product yield, quality and energy efficiency benefits.

A leap-forward in spiral oven design, the PProYIELD takes the original TwinDrum two-zone cooking system and makes it even better by dramatically improving airflow consistency across the machine, enabling customers to

effectively cook products at lower temperatures. The result is an estimated up to 7% increase in yield for all forms of roasted and cooked food products such as chicken wings and fillets, while at the same time helping achieve a 5% reduction in energy use. It's also versatile enough to cook burgers and patties, breaded products, croquettes, seafood and ready meals.

**LAKIDIS**  
FOOD PROCESSING MACHINERY

**ELV 200L  
Loader**

- Handling Solutions
- Assisting Productivity
- Easy and fast product loading

  
ELV 200L

**www.lakidis.gr**  
sales02@lakidis.gr  
T: +302310 722 367,  
+30 2310 722772

 @lakidisfoodmachines  
 Lakidis Food Machinery  
 LAKIDIS SA  
 Lakidis Food Machinery

## ISM 2024: STRONG PERFORMANCE ON THE USUAL JANUARY DATE

This year's ISM in Cologne from 28 to 31 January proved to be the international hub for the global sweets and snacks industry. After the one-off postponement of ISM last year, 1,427 exhibitors from 74 countries presented the current trends and new products of the sweets industry in Cologne at the usual time. In total, ISM attracted around 30,000 trade visitors from more than 140 countries. Due to an extended event programme, exhibitors and trade visitors were able to experience the entire spectrum of the industry and benefit from additional networking opportunities. Once again this year it was possible to take advantage of the synergies along the entire value chain between ISM and the co-located ProSweets Cologne.

With a high share of over 70 percent, there was an ongoing strong presence of international trade visitors. The most strongly represented countries from Europe were Belgium, Great Britain, Italy, the Netherlands, Spain and Ukraine. Beyond Europe, particular growth was recorded from the People's Republic of China, Israel, Japan, Canada and the USA.

The next ISM is scheduled to take place from 2<sup>nd</sup> February to 5<sup>th</sup> February 2025.



## SWISS PLANT-BASED MEAT BRAND PLANTED TO ENTER MIDDLE EAST MARKET

Planted - the fastest growing alternative protein startup in Europe will soon enter the UAE market through the plant-based product range of a leading Middle East foodservice distributor. As a Swiss purpose-driven 100% plant-based meat brand, Planted aims to set a new standard for the plant-based meat industry by radically changing the way meat is perceived, produced and consumed and inspiring a shift towards eating plant proteins instead of animals. The brand enables meat eaters to make a sustainable, healthy and tasty everyday choices by focusing

on the highest quality plant-based meat produced in Switzerland, high protein content and only using natural ingredients.

Founded in 2019, Planted has experienced exponential growth and is present in seven European countries: Switzerland, Germany, Austria, France, Italy, the UK

and Benelux, while already being available in over 6100 restaurants and more than 8700 retail outlets. Its latest foray into the Middle East region hopes to spearhead its growth in the UAE and build a solid foundation for future regional expansion into Saudi Arabia, Bahrain, Oman and Jordan.

### PLANT-BASED INGREDIENTS FOR HEALTHY AGEING

At Nutraceuticals Europe Summit & Expo 2024, to be held in Barcelona (Spain), March 6-7, 2024, Euromed will highlight its growing range of Mediterranean fruit and vegetable extracts. Mediterranean plants naturally contain valuable nutrients that have been proven to support cardiovascular, metabolic, digestive, immune and skeletal muscle functions, all of which are vital for healthy ageing. In addition, the botanical ingredients manufacturer will showcase its well-researched milk thistle seed extract for liver support and saw palmetto fruit extract for male health formulations, and potential hair health applications. Visitors to the event will be able to explore Euromed's innovative ingredients in the Premium Substances Area.

## Your partner for burger production

Marel ensures consistency and accuracy in weight, shape, size and quality. Regardless of volume or type, we have a solution to meet your needs.

**BUTCHER BURGER**  
Interlaced fibers

**HOMESTYLE BURGER**  
Fine vertical fibers

**TENDER-FRESH BURGER**  
Vertical fibers

**STANDARD BURGER**  
No fiber orientation

[marel.com/burgers](https://marel.com/burgers)

**marel**

## MULTIVAC AT ANUGA FOODTEC 2024

MULTIVAC is expanding its range of cross web labellers with the addition of the new CL 1 series, which will be shown to the public for the first time at Anuga FoodTec in March (Hall 8.1, Stand C10). The new models are ideally suited to compact thermoforming packaging machines, and they can be integrated into new machines or retrofitted to existing machines. Thanks to their modular construction, the new cross web labellers can be adapted individually to the customer's particular requirements.

The CL 1 series of cross web labellers offers a cost-effective option for the majority of customers' usual requirements for precise and secure labelling, and they are therefore a cost-effective alternative to the CL 2 high-output models. "Thanks to proven solutions, on which we can draw from our many years of experience in this sector, the new models offer rapid labelling readiness and are designed for fast batch changes," explains Michael Reffke, Product Manager for Labelling

Technology at MULTIVAC Marking & Inspection. "We use for example the proven technology of the successful CL 2 models, such as the label sensor, dispensing edge and paper brake. This ensures that the new models are also highly efficient in everyday production. They can be operated very conveniently via the HMI user interface on MULTIVAC thermoforming packaging machines - or alternatively via their own control terminal, when being used on machines from other manufacturers."



PARMA.7|10 MAY.2024

WELCOME TO FOODLAND

[cibus.it](http://cibus.it) | [cibus@fiereparma.it](mailto:cibus@fiereparma.it) | seguici su f @ X in



[madeinitaly.gov.it](http://madeinitaly.gov.it)



ITALIA  
ITALIAN TRADE AGENCY

Regione Emilia-Romagna

CREDIT AGRICOLE  
Fiera di Parma official bank



## LACTALIS INGREDIENTS AT GULFOOD 2024 (STAND D1-34, HALL 1)

Present in over 100 countries, Lactalis Ingredients stands out as one of the world's leading producers of dairy ingredients, offering a wide range of varied products.

Lactalis Ingredients offers a wide range of ingredients to meet the needs of your industry. We are determined to offer you the most effective solutions in terms of functionality, bacteriological quality and organoleptic properties, in order to fully satisfy your consumers' expectations.

- Lactimilk®: This milk powder, containing 28% vegetable fat

and 24% protein, is formulated to reproduce the composition of whole milk powder. Enriched with vitamins A and D to meet nutritional needs, its instant quality makes it easy to use for the end consumer. Lactimilk® offers remarkable functionality in yoghurts, with a rich and creamy flavor. The recipe has recently been worked on to improve the texture and the yoghurt yield.

– Fromylk 226: With a fat content of 26%, this economical alternative to whole milk powder has a pleasant dairy taste. When reconstituted into a beverage, its sensory profile closely

approximates that of drinks made from whole milk powderles.

The product is suitable for hot beverages such as tea and coffee, as well as milk drinks.

– High Heat Heat Stable (HHHS) milk powder: Specifically designed, our HHHS skim milk powder provides a source of non-fat milk solids for evaporated milk and sweetened recombined concentrated milks. Its exemplary thermal stability prevents protein gelation during condensed milk production. Its guaranteed spore content ensures the stability of your products throughout their shelf life.

**CHOOSE MALAYSIA**

Explore Taste of Malaysia at  
*Gulf Food*

**19-23 Feb 2024**

Visit us at  
**DUBAI WORLD TRADE CENTRE**  
Booth no : R-H34 (World Food)  
Z1-B3 (Oil and Fat)  
Z2-F57 (Beverage)

**MATRADE**

**For More Information Contact:**  
T : +9714-3355538/28 | E : [dubai@matrade.gov.my](mailto:dubai@matrade.gov.my) | W : [www.matrade.gov.my](http://www.matrade.gov.my)

## DUBAI CENTRAL LABORATORY DEVELOPS INNOVATIVE SCREENING SYSTEM TO DETECT PORK BYPRODUCTS IN PROCESSED FOOD

Dubai Central Laboratory, affiliated with Dubai Municipality, has developed an innovative examination and screening system aimed at detecting byproducts of pork in processed meat products by using high concentrations of DNA extracted from food products.

The launch of the new screening system comes in alignment with the constant efforts of Dubai Central Laboratory to create an ideal ecosystem for laboratory tests. It also seeks to provide a comprehensive service

that ensures maximum efficiency and quality while adhering to the best international standards and specifications. The system guarantees the safety and quality of food products available in the market, contributing to the sustainability of the food system and enhancing Dubai's reputation as the premier global destination for both work and living.

Engineer Hind Mahmoud Ahmed, Acting Director of the Dubai Central Laboratory Department at Dubai Municipality, asserted that the new screen

mechanism is developed systematically and continuously in line with the nature of food products and materials that are available in the local market. The new laboratory continues to provide flexible, highly accurate, proactive testing services that meet the needs of customers. This aligns with the objectives of Dubai Municipality to establish a sustainable health and food ecosystem, ensuring community protection against food risks and enhancing the overall quality of life in the emirate.

## Missed ANUGA? Attend Anuga Select India



**anuga**  
SELECT  
India

[www.anuga-india.com](http://www.anuga-india.com)  
Bombay Exhibition Centre  
MUMBAI, 28-30 August 2024



Did You Know UAE imports food & beverage products worth **USD 1.90 Bn** from India ?

### ENGAGE, EXPERIENCE, EVOLVE

*India - The Land Full of Business Opportunities for Food & Beverage Industry*

Co - Located with:



#### Key Highlights of 2023 Edition



**20,777+**  
Trade Visitors



Over **270**  
Exhibitors



**10,260 sqm**  
of Exhibition  
Space



**50+**  
Country  
Presence



**15+**  
Conference  
Sessions



**30+**  
Speakers  
& Chefs

Scan to Book  
Your Space



View 2023  
Post Show Report



Contact Us: Sameer Mithia | M. +91 98196 15657 | E. s.mithia@koelnmesse-india.com





## DMK GROUP PRESENTS STRONG-SELLING PRODUCT IDEAS AT GULFOOD 2024

At this year's Gulfood, the DMK Group will be presenting the diversity of its brand world and introducing some new product concepts. In Hall 1 Stand 101, interested parties can also find out more about individual product solutions tailored to the needs of demanding customers and consumers.

The traditional Oldenburger brand supplies high-quality dairy products all over the world and has always stood for German Dairy Excellence. At this year's Gulfood, visitors can discover the variety and growth potential of the "Oldenburger" brand with its products for retail such as full product range of UHT-milk, UHT-cream, butter and cheese.

For foodservice professionals and chefs from all over the world Oldenburger Professional is presenting new products: Red & White Cheddar which are ideal for use on burgers and impress with their perfect melting texture. In addition, high-functional Whipping and Cooking Creams on vegetable-oil base are presented, that have been specifically developed to meet the high demands of the foodservice business. Not to be forgotten the Oldenburger Professional Performance Sour Cream for versatile use from sweet to savory and hot to cold application like cheese cake, white pizza or dips.

## FROM THE MIDDLE EAST TO FRENCH FEAST

Chefs and bloggers from across the Middle East were invited by the European Union and the French Dairy Board (CNIEL) to participate in the third instalment of a four-part YouTube mini-series showcasing the finest traditions of French butter making as well as its value in French gastronomy.

The series of short films chronicles the journey of butter from farm to table and follows the gastronomic escapades of the group as they visit farms, meet chefs and culinary experts, and indulge in masterclasses – all while taking in France's breathtaking and refreshing countryside. The group also documents their visits to some of the finest restaurants in Nantes

and Paris, where they experience the quality of exquisite food through flavours straight from the farm.

The series begins at one of France's scenic farms, where the milking process is outlined, and farmers purposefully keep the cows happy and relaxed to create better-tasting milk that can be used in making butter.

Chef Nikita Ghandi (@theveggiefix), MasterChef India winner now based in Abu Dhabi, said: "The amount of care for the cows in France is just next level; one can even compare it to training athletes. This is reflected in the quality of milk produced and, in turn, all dairy products from France, especially butter."

  
Brand Distribution®  
Source of the best consumer's brands and services

# INTERNATIONAL FMCG DISTRIBUTION GROUP



[www.bdggroup.eu](http://www.bdggroup.eu)



*Gulfood* HALL: Za'abeel 3, STAND: Z3-130





## GULFOOD PREVIEW

# LARGEST-EVER GULFOOD 2024 DRIVES TRANSFORMATION, WITH GLOBAL FOOD FUTURISTS TO POINT WHERE THE INDUSTRY GOES NEXT

Largest edition in almost 3 decades, with 5,500+ global F&B companies confirmed to exhibit

**D**ubai World Trade Centre (DWTC) has announced that Gulfood, the largest annual food and beverage sourcing event in the world, will take place from 19-23 February 2024, as the future of the food industry comes into focus. Gulfood continues to be the gold standard event for the global F&B community, with a record 5,500+ exhibitors and visitors from over 190 countries, and



with a footprint spanning 24 halls.

International policymakers and F&B industry leaders have their sights firmly fixed on global food systems, and how they can be transformed to feed an ever-growing global population, while simultaneously building resilience and mitigating the impacts of climate change, to avoid future crises. Innovations in ag-tech (a market set to almost double in size between now and 2030), the increasing use of AI in food production, reducing food loss and waste (which currently accounts for over a third of global food production), public-private partnerships, and investment in alternative proteins such as cultured meat can all help reduce food deprivation and feed the world through to 2050 and beyond.

"Gulfood will be the first opportunity in 2024 for the global F&B industry to convene, and gain insight from some of the world's leading food futurists into where the global food industry goes next. Gulfood will be the only platform to identify the business opportunities and forge the business partnerships brought about as the industry enters a new era, defined by paradigm-

shifting technology such as AI", commented Trixie LohMirmand, Executive Vice President, Dubai World Trade Centre.

"By accelerating innovation and speeding the spread of trends, technology has transformed the food market from end-to-end. The next decade will see this transformation continue. Technologies like AI will accelerate our understanding of human health, and influence consumer behaviour, and shifting demographic patterns will create new centres of cultural power. It's a fascinating time to look to the future of food," said Tom Cheesewright, Applied Futurist and Inspire Conference Speaker.

**A showcase for real food, a platform for real business**

Under the theme 'Real Food, Real Business', Gulfood 2024 will bring together global brands including: Agthia, Al Ain Dairy, Americana, Dilmah, Hype Beverages, Japan Farmed Fish Export Association, JBS, Lactalis, Meat & Poultry Ontario, Monin, Tilda, Wilmar - as well as thousands of new exhibitors - to showcase authentic food products, ingredients, and culinary practices, make real

**SAFRINA**  
سافرینا

زعفران  
SAFFRON  
AZAFRÁN

**SAFRINA, the best choice  
for gourmet saffron**

**Selected and Packed in Spain**

[www.safrinaworld.es](http://www.safrinaworld.es)

INTERNATIONAL TASTE INSTITUTE  
2021  
SUPERIOR TASTE  
AWARD

INTERNATIONAL TASTE INSTITUTE  
2023  
SUPERIOR TASTE  
AWARD

*Gulfood*

**Gulfood 2024, 19-23 February  
Dubai World Trade Center**

Welcome to our stand  
**Triselecta Saffron • S1-L5, Sheikh Saeed Hall 1**  
Contact us for appointment: +34 629 49 00 51  
Hope to see you there!!



business connections and seal in excess of USD 12 billion in commercial deals. They will be joined by new country pavilions including: Armenia, Azerbaijan and Venezuela.

“Ghitha Holding, a subsidiary of International Holding Company PJSC (“IHC”), which owns 55 subsidiaries, 3 associates and 1 joint venture

is thrilled to welcome the visitors and all business and government partners in the upcoming Gulfood 2024, as we see the region further boosting the economical trade between different verticals. As Gulfood is a place where F&B businesses innovate for a more brighter future, we are confident that Gulfood will be a fruitful place



## WHERE BUSINESSES TRANSFORM INTO SUSTAINABLE GROWTH.

Scan to explore our export offerings and investment opportunities:



**COLOMBIA**   
**THE COUNTRY OF BEAUTY**





of collaboration and further business growth with focus on greater sustainability across the region”, commented Falal Ameen, CEO - Ghitha Holding.

### Be inspired by F&B thought leaders

The Gulfood Inspire Conference will dive into a range of trending topics, including the tech-powered future of digitalisation, trailblazing innovations, the shift from linear to circular food systems, capitalising on investment and funding opportunities, and reimagining a global food system centred on food safety, security and transparency.

Over 200 ministers, global F&B leaders, entrepreneurs, futurists, chefs, scientists and academia from all facets of the industry will lead a series of engaging keynotes, panel discussions, fireside chats, showcases and workshops, providing insights into the future of the F&B industry and unlocking new opportunities for growth and competitiveness.

Confirmed speakers across the 5 days include: Jacob

Jensen, Minister for Food, Agriculture and Fisheries, Denmark. Gary Urteaga, Founder and President of Jenesiz Capital, and first investor in Nutrishake Andino (now Nutri.co), a foodtech startup specialising in R&D of nutritional snacks using Andean cereals and superfoods like quinoa and amaranth. CTO & Founding Director of Nourish Ingredients - Dr. Anna El Tahchy. Global Food Futurist & Food Scientist - Tony Hunter; Innovation Trends Futurist - Daniel Levine; Food Futurologist - Dr. Morgaine Gaye; Applied Futurist - Tom Cheesewright; Bill McDowell, VP of the Institute of Food Technologists; Dr. Miray Zaki, MD and Head of Sustainability Investments at Gulf Capital, Supply Chain Technology Expert - Erin Grover, Raymond Tham K W, Founder and MD of Mycrocell and many more.

### Michelin star chefs make dubai debut in world's largest live chef showcase

Popular feature Top Table returns to Gulfood 2024, with a star-studded line-up of internationally renowned chefs showcasing

traditional cooking methods, elevating authentic ingredients, and revealing the stories behind the world's most beloved dishes.

The Dubai World Cuisine movement, launched during the last edition of Gulfood, will also be back, with a series of city-wide dinner collaborations. Dubai World Cuisine provides a platform for homegrown chefs to collaborate harmoniously with culinary icons from around the world, shaping the cultural identity of Dubai and helping establish it on the world's culinary map. Bringing exceptional talents from Europe, that will impart their legacy, heritage, and cultural richness through ancient and traditional cooking techniques, seamlessly merging them with modern and innovative approaches. Our aim is to bridge between the old and the new world, embracing sustainability in its culinary practices.

The YouthX Chef Challenge, a launchpad for empowering promising F&B talent with a career-changing experience, will also be back in an expanded, international format for its third edition at Gulfood 2024.



**Tasty & healthy  
WORLD FIRST**



**from Switzerland  
Shk Saeed Hall 2-D30**

Keto, low carb and glutenfree foods are a **paradigm shift** for people with **overweight, obesity, diabetes and much more!**

Looking for one strategic reseller per market. Production capacity 900 tons / year. Private label possible.

[www.feelketo.ch](http://www.feelketo.ch)





## MALAYSIAN FOODSTUFF COMPANIES EYEING TO EXPAND GLOBALLY

The F&B industry in Malaysia has grown with continuous innovations in ingredients and technology

**M**alaysian companies under the national trade promotion agency, Malaysia External Trade Development Corporation (MATRADE) is all set to participate in the world's largest F&B show, Gulfood in Dubai. A total of 85 prominent Malaysian companies and 5 government agencies will take centre stage at the 5-day event showcasing frozen foods such as ready-to-eat meals, spiced fish and chicken, ethnic or traditional cuisine, instant powdered juice, food ingredients, beverages, confectionary, sauces, healthy and organic foods among others.

UAE's vibrant economy and growing tourism sector has created a strong appetite for diverse international cuisines. Malaysian halal food with its unique blend of flavours and spices, is

becoming increasingly popular in the UAE. The collaborative effort by the government agencies underscore Malaysia's commitment to showcasing its diverse and innovative F&B industry on the global stage.

Malaysia's exports of processed food to the UAE has been steadily increasing. In 2023, it reached AED460.4 million. "Stringent quality of Malaysian products coupled with demand for healthy and functional food has contributed to the sterling trade performance," according to Megat Iskandar, Trade Commissioner of Malaysia to the UAE.

Malaysia is moving towards organic farming. Besides organic products, health foods include low caloric, fibre/nutrient enriched products, fruit juices and herbal products. New products using Malaysia's traditional herbs and resources are continuously being developed for global markets. 'Today's consumers seek

convenience, variety, and healthier options. To meet these changing demands, Malaysian companies are encouraged to stay abreast of consumer trends and prioritise customer feedback.'

Along with the conventional retail sector, the e-commerce in the UAE is growing rapidly, providing new channels for Malaysian food producers to reach consumers. 'Malaysian companies are keen to take advantage of this growing sector' according to Megat.

A number of SME's will be participating in this year's Gulfood show. With extensive range of export-ready F&B products, Malaysian SME's are ready to penetrate the global market. In pursuit of business expansion, MATRADE continues to assist SMEs to become new exporters and to scale up the existing exporters through various facilitation initiatives, including capacity building programmes, exporters customised programmes and various trade promotion activities, according to Mr. Megat.

For more information, visit [www.matrade.gov.my](http://www.matrade.gov.my)



**Megat Iskandar,**  
Trade Commissioner



## ALL EYES ON THE FINAL OF THE ELLE & VIRE PROFESSIONNEL CREAM CHEESE COMPETITION IN THE GCC

The final of the Elle & Vire Professionnel's Cream Cheese Competition in the GCC was held on January 26, 2024, in strategic partnership with the award-winning International Center for Culinary Arts (ICCA, Dubai). Finalists were judged by a prestigious jury comprising the brand's renowned Ambassadors — chef Karim Bourgi, chef Francois Daubinet and chef Sergio Freitas of ICCA.

The first challenge was a signature cheesecake, where finalists had to use Elle & Vire Professionnel American Cream Cheese. In the second challenge — a plated cheesecake dessert with a specific set of ingredients defined by chef Francois Daubinet — finalists had to use Elle & Vire Professionnel Soft Style Cream Cheese.

A total of six winners from KSA, Kuwait and the UAE went head-to-head for the grand prize and the title of best chef. Followed by a cocktail party at the Bastion Restaurant Jumeirah Beach Hotel, three winners were announced. The first prize of USD 5,000 was awarded to Kimberly Valeroso from Lafayette Gourmet, while Artur Sviatnenko from Zo Bakery won the second prize of USD 3,500. Finally, the third prize of USD 1,500 was awarded to Norman Mawili from LPM Riyadh.

### Elle & Vire Professionnel Cream Cheese Competition Initiative

In an effort to promote its professional cream cheese range across the GCC market, Elle & Vire Professionnel, the leading French manufacturer of creams and butters, launched the first Elle & Vire Professionnel Cream Cheese Competition in the GCC in 2023, with three rounds held in the UAE, Kuwait and KSA. Top chefs from five-star hotels, restaurant chains and bakeries took part in the competition.

The first round was held at the Salon du Chocolat in Dubai, UAE, featuring the brand's Ambassador chef Karim Bourgi, chef Bernard Charles and chef Paul Hayward. Kuwait hosted the second round, which was judged by Elle & Vire Professionnel Ambassador chef Ali Dashti, in addition to chef Ziad Hilal and chef Benjamin de Closets. The third round of the contest, judged by Elle & Vire Professionnel Ambassador chef Farah Hamdane, chef Charles Azar and chef Bernard Charles, was held at Salon du Chocolat in Riyadh.

The aim of the initiative was to actively involve chefs, effectively communicate the diverse usages of the brand's products and promote talented young chefs embracing the Elle & Vire Professionnel cream cheese range.

Elle & Vire Professionnel has been active in the Middle East for many years and is a major brand that offers such a wide range of cream cheese products for professionals.







# SEIZING NEW OPPORTUNITIES IN THE DAIRY INDUSTRY

In the modern landscape of consumer preferences within the food industry, the emphasis on health and wellness has gained remarkable momentum. Awareness regarding the vital role of food and nutrition in daily life has surged, offering promising opportunities for innovative products and new businesses. Consumers, prioritizing their

wellbeing, seek products offering tangible benefits and genuine nutritional value.

Shifting from a price-centric approach to one that emphasizes value involves enhancing the overall product offering. By emphasizing value-added products, it allows businesses to differentiate themselves, build stronger customer relationships, and

establish a unique position in the market.

## **Protein products are going mainstream**

Protein continues to enjoy a positive association as an important nutrient meeting diverse health needs. Consumers desire protein from identifiable sources. Milk protein, an exceptional source of high-





quality protein in its natural form, stands out in this regard.

High-protein dairy goods are challenging to manufacture because added protein often gives dairy products an undesirable taste and grainy texture. Valio has developed recipes with Valio Eila® MPC that provide easy reformulation of products. Our solution can be seamlessly integrated into the current dairy production processes, resulting in a product with an excellent texture and taste.

#### **Digestive wellness and the appeal of lactose-free products**

A considerable number of people worldwide struggle with digestive problems, driving the growing interest in digestive health. People need equal access to all dairy favourites without compromising on nutrition, taste, or wellbeing. Why not make the same dairy products available for all consumers by removing the lactose?

This trend presents an opportunity for dairy producers to offer lactose-free alternatives. With help from Valio, you could tap into the potential in your market, starting with lactose-free milk or milk powders. You can also build a full dairy portfolio including yoghurt, flavoured milks, RTD products, desserts, and ice cream.

#### **Consumer trends and regulatory requirements drive development of reduced sugar products**

Avoiding sugar is a clear trend among all consumers, and they are increasingly conscious of

sugar levels in different food products. They also seek naturality, which means simple, all-natural ingredients, and a short and understandable list of ingredients. At the same time, they want to enjoy the

carbohydrate and high protein levels, which can help in maintaining a healthy diet. The reduced sugar, increased protein, enhanced flavour, and added digestive wellness benefits of Valio Eila® can help formulate better-for-you products and replace standard fresh milk or milk powder in recipes.

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

With an arsenal of 300 patents, Valio knows how to help dairy manufacturers create value-adding products increasing the competitiveness while also responding to food trends. Valio's market proven technologies can also assist in developing more nutritional products or entering the lactose-free market. Valio can help you meet the profitability, business, and sustainability objectives of the modern food industry. Give your brand and products more potential and leverage with us.

Take a look at our solutions below and get in touch with our experts.



<https://www.valio.com/industries/dairy-and-beverages/>



taste of food.

Sugar affects not only the taste but also the mouthfeel, texture, colour, and viscosity of the products. The challenge for dairy manufacturers is how to balance the customer's need for sugar reduction, naturality, and indulgence. With Valio milk powders and process know-how, food manufacturers can successfully reduce sugar levels.

#### **Keep your ingredient lists short and simple**

Valio Eila® milk powders are especially well-suited for active nutrition because of their low

# ITALIAN DAIRY EXCELLENCE FOR DELICIOUS READY-TO-COOK PIZZAS

Pizza is undoubtedly one of the best known and most appreciated excellences of Italian cuisine all over the world. A simple dish in its basic ingredients that manages to bring everyone together thanks also to its extreme versatility: from the simplest recipes (such as pizza margherita) to the more complex and elaborate ones according to the tastes and flavours most appreciated by foreign diners.

It is precisely this versatility and taste that has helped to make pizza a dish to be enjoyed not only in restaurants, but also at home. And people cannot really give up this dish that makes them happy in just a few bites, even when they do not have the time (or the skill) to prepare it themselves. This is why ready-to-cook pizzas to buy in the grocery store are increasingly finding their way into the shopping carts not only of Italians abroad, but of all those who love this tasty dish.

However, the real challenge for

ready-to-cook pizzas is to offer a quality product that can match the ones offered in restaurants and pizzerias in Italy. The ingredients, in this case, make all the difference. Whether vegetables, meat or even fruit (think, for example, pineapple pizza), there are many pizza toppings that can be modified to satisfy even the most demanding palates. However, there is one ingredient that is (almost) never missing: mozzarella. And it is an ingredient of no small importance, because its quality determines whether the recipe is successful or not.

As a great connoisseur and ambassador of the best of Italian dairy excellence around the world, DalterFood Group helps the food industry to offer its customers tasty recipes that allow them to enjoy delicious pizzas at home. And it does so by selecting the best cow's and buffalo mozzarellas exclusively from producers which meet the best requirements in terms of

quality. The Group also produces grated cheese mixes, ideal for giving pizzas unique and distinctive flavours. These mixes are the result of the long expertise of DalterFood Group in Italian Dairy sector and the meticulous work by the company's R&D team, which has carefully created a wide range of grated cheese mixes listening to the markets' and customers' requirements, in order to fully satisfy their needs. Each mix contains a selection of hard and semi-hard cheeses of Italian origin, including PDO specialties such as Parmigiano Reggiano and Pecorino, and differs from the other in certain characteristics to get the desired result in the recipe. To complete a pizza topping, for example, the company has studied a blend to get a perfect browning and seasoning result, in order to give a pleasant golden colour and enhance all the flavour and savouriness of this dish.

---

For more information, visit [www.dalterfood.com](http://www.dalterfood.com)





# LACRIMA; BULGARIA'S FINEST DAIRY PRODUCER

**E**stablished in 1959, Lacrima is one of the most experienced dairy producers in Bulgaria, producing high-quality traditional Bulgarian white brine cheese, yellow cheese, and butter.

Lacrima's plant is one of the oldest in Bulgaria. With an area of 20,000 m<sup>2</sup>, it is one of the largest dairies in the country in terms of production capacity. The plant is located in the town of Pazardzhik, South Bulgaria, near the Rhodope Mountains. The region is famous for its fertile soils, green pastures, cattle breeding, and cheese production.

"Our cheese is handmade by experienced cheesemakers according to a traditional Bulgarian recipe, using only the highest quality Bulgarian milk and carefully selected ferments.

Believing in the vision of the parent company to spread

the brand (Lacrima) beyond the Bulgarian borders, a new factory was established as a second one on the territory of the Hashemite Kingdom of Jordan within the borders of the free zone in the Zarqa region, in order to supply the markets of the Middle East and the Arabian Gulf with a wide range of our diverse products, manufactured with utmost precision and great care using the best ingredients and the best packaging methods."

Today, the Lacrima brand has distinguished itself as a modern and unique product with clear priorities and competitive advantages, through qualified Jordanian cadres who carry out the process of monitoring and testing each batch of raw materials used in the manufacturing processes of our products, the most important of which is the milk that is supplied during the production process, and therefore each product is prepared

in the factory to be subjected to more than (30) quality and health tests.

Lacrima has accreditation with International Food Standard {IFS}- the highest international production standard for quality and hygiene.

"Our products are also Halal certified."

On 01.03.2023, LACRIMA was awarded "Golden Martenitsa" by the president of the Republic of Bulgaria Mr. Rumen Radev, for a company with serious successes in the home market, which won the trust of Bulgarian consumers.

Lacrima's cheese products won two gold medals at the International Food Fair "The World of Milk" in Sofia in 2014, 2017, and 2023.

For more information, visit [www.lacrimadairy.com](http://www.lacrimadairy.com)



January-March 2024



[www.foodbusinessgulf.com](http://www.foodbusinessgulf.com) Food Business Gulf & ME

37



## NEW RESEARCH SHOWS POTENTIAL BENEFITS OF SWAPPING SOME MEAT INTAKE WITH WALNUTS

**F**ood trends are constantly evolving and one of the most exciting trends for 2024 is focused on putting the “plant” back in “plant-based”.

One easy way to include more plant-based foods in the diet is considering walnuts as a partial replacement for meat in a meal or snack for added nutrition benefits. Walnuts are a versatile, nutritious, and delicious plant-based protein option that works well with a

variety of global sweet or savory flavors and pairs well with other ingredients. Walnuts also have the ability to take on the texture and consistency of ground meat, allowing for seamless integration into a variety of recipes.

New research suggests that walnuts, when substituted for meat, may improve diet quality, support cardiovascular health and lower the risk for developing type 2 diabetes and overall all-cause mortality.

In a recent modeling study published in *Nutrients*, an international, peer-reviewed, open access journal of human nutrition and funded by the California Walnut Commission, researchers examined the potential benefits to nutrient

intake and diet quality by replacing some meat in the diet with walnuts. The researchers used data from the 2015 - 2018 National Health and Nutrition Examination Survey (NHANES), to model the nutrient intake of the US population with and without walnuts. Specifically, 0.5, 1, 1.5 and 2 ounces of walnuts per day replaced 1, 2, 3 and 4 ounces of meat.

The modeling study found that the partial replacement of meat with walnuts in the diet:

- Improved the overall diet quality.
- Increased intake of omega-3 ALA, fiber, magnesium and copper.
- Significantly decreased cholesterol and vitamin B12.

*Important to note: all age and gender groups maintained vitamin B12 intake above the recommended daily allowance when replacing 2–3 ounces of meat with walnuts.*



Notably, the study found that replacing just 1 – 1.5 oz of meat with walnuts may improve the dietary intake of some nutrients, such as dietary fiber, magnesium, and "good" polyunsaturated fatty acids, including omega-3 ALA, and may decrease the intake of cholesterol. The study also found that all age and gender groups may benefit from incorporating walnuts into their diets.

"It's no surprise that there are benefits to eating more plant-based foods. What's most encouraging to see, however, is that these benefits can occur by including something as simple, easy-to-find, and versatile as nuts, like walnuts, in the diet," said Dr. Wendy Bazilian, DrPH, RDN. "Of course, we know that the many positive attributes of walnuts are already supported by over three decades of health-related research examining the effect of consumption on areas of whole-body health. And now, we're seeing the impressive effects that simple swaps from animal-based products can make when nutritious and tasty walnuts are used."

#### **Unlock the Walnut Effect That May Elevate Your Diet and Well-being**

It is also easy to see the plant-

based revolution across the Middle East as well. Supermarket shelves are stocked with an ever-growing range of plant-based substitutes, restaurants are adding meat and dairy free options to their menus in a way never seen before. Despite the meat-centric diet of Arab households, the region's market for plant-based alternatives is seeing explosive growth. According to the UK-based Triton Market Research, the MEA's plant-based food and beverage market is expected to achieve a compound annual growth rate (CAGR) of 8.35% between 2021 and 2028. The figure is not far from the projected CAGR of 12.11% for the global plant-based food market over the next decade, as forecasted by US market researcher IMARC.

A few examples of plant-based meat swaps with walnuts include:

- Give the classic masala a twist by adding flavor and texture from plants and walnuts; Walnut Spinach Chicken Masala
- Prepping a big batch of walnut paneer kofta ahead of time makes mealtime easy throughout the week with California Walnut Paneer Kofta

- Elevate the ultimate comfort with healthy snacks— veg cutlets: Potato and California Walnut Veg Cutlets

A 1-ounce serving of walnuts, the equivalent of a handful, provides a powerhouse of important nutrients for optimum health, including:

- An excellent source of alpha-linolenic acid (ALA), the plant-based omega-3 fatty acid (2.5g) – the only nut with a significant amount.
- 4g of protein
- 2g of fiber
- A good source of magnesium (45mg)

#### **Additional Support**

Evidence continues to build demonstrating the benefits of incorporating more plant-based foods into a daily eating pattern. A new meta-analysis published in BMC Medicine investigates the association between substituting animal-based foods with plant-based foods and the risk of cardiovascular diseases, type 2 diabetes and all-cause mortality.

Researchers found that substituting one serving per day of processed meat (approximately 50 grams) with one serving per day of nuts (between 10 and 50 grams), such as walnuts, was associated with a lower risk of cardiovascular diseases and type 2 diabetes. Furthermore, the study revealed a lower risk of all-cause mortality when replacing red meat with nuts or whole grains. Overall, results suggested that nuts, including walnuts, can be a beneficial substitute for animal-based foods to reduce the risk of certain diseases.

For more information, visit [www.walnuts.org](http://www.walnuts.org)







## NATURAL INGREDIENT SOLUTIONS SUPPORT ARTISANAL BAKING ON AN INDUSTRIAL SCALE

**G**oodMills Innovation provides a cost-effective, clean label product portfolio for authentic, large-scale bakery products.

With its Slow Milling® range, GoodMills Innovation offers industrial and retail bakeries a superior selection of ingredients for artisan baking. They include Ferment'ic, so-called Kastanienerbse and Wood-fired Malt, all of which perfectly meet evolving market trends and demand for flavoursome, affordable and convincing end products.

In an environment where consumers demand great-tasting products that are not only natural, sustainable and high-quality, but also cost-effective, GoodMills Innovation's Slow Milling® portfolio ticks all the boxes.

Its ingredients allow traditional artisanal bakery products to be perfectly replicated on an industrial scale. Such large scale production allows for improved cost-efficiencies and therefore more competitively priced, yet still fresh and visually appealing, products on supermarket shelves. This clearly gives manufacturers a USP for cash-conscious consumers who want baked goods with a handcrafted feel but at a price that suits their budget. The Slow Milling® portfolio further aligns with their values through a commitment to using only high-quality ingredients that are both sustainable and clean label.

### Authenticity is key

The range includes Ferment'ic, a completely natural baking improver that enhances dough handling, prolongs freshness and supports the creation of products that boast a Mediterranean-style moist crumb with large holes, and crispy crust.

Kastanienerbse, meanwhile, is a clean label ingredient derived from roasted yellow pea. It promises a nutty flavour, firm bite and moist, rich crumb. It is also the ideal substitute for soy groats (soy is often linked to GMO issues), perfectly replicating their taste and texture.

Additionally, GoodMills Innovation's Wood-fired Malt, a rare product in the market, offers the aromatic flavour typical of goods baked in a wood-fired oven. All of these products address growing consumer preference for artisan-style bakery items, yet also allow for large-scale manufacture.

As consumer preferences shift towards packaged breads, partly influenced by economic considerations, GoodMills Innovation's Slow Milling® portfolio is an ideal solution for bake-off stations and mass production. As the entire range is completely natural and clean label, it promises high-quality ingredients that allow for the development of products that appeal to health-conscious and environmentally aware shoppers.

For more information, visit [www.goodmillsinnovation.com](http://www.goodmillsinnovation.com)

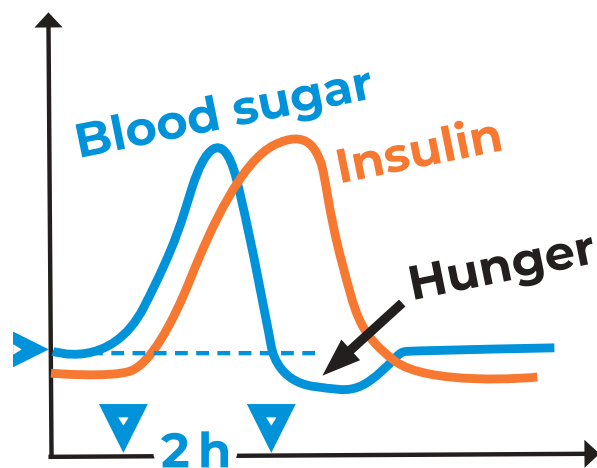


# FORGET ABOUT BLOOD SUGAR PEAKS

By:  
Andy Villiger,  
feel keto AG, Switzerland

“Keto” stands for foods that contain few carbohydrates or an enjoyable diet that relies primarily on proteins, fat and fiber. You mainly eat salads, vegetables, herbs, olive oil, mushrooms, nuts, fish, meat, cheese and eggs. Whenever possible from organic and sustainable production. There are many enjoyable forms of application. Keto is easy! And every now and then “a culinary sin” is allowed.

Unfortunately, most people today eat too many carbohydrates. Glucose in particular increases blood sugar levels. 70 to 100 milligrams per deciliter of blood is the normal value before a meal. That’s 4 grams in a person’s total blood. 4 grams of glucose corresponds to “one sugar cube”. In fact, a sugar cube consists of half glucose and half fructose.



So ONE “sugar cube” throughout the blood is normal. If you eat two slices of whole wheat bread (110 grams), that’s 44 grams of starch. This corresponds to 11 sugar cubes. Starch is glucose. Three quarters of this starch goes into the blood very quickly (amylopectin A). So 7 of the 11 glucose cubes go into the blood very quickly. A massive sugar spike. In healthy people, this is mediated by insulin from the blood to the body’s cells, into the limited glycogen stores or into the unlimited fat stores.

When there are frequent spikes in blood sugar, the body and brain cells become insulin resistant. Over time, they receive too little energy and insulin becomes mainly a fat storage hormone. A vicious circle begins – the brain needs energy – you eat a lot of carbohydrates again – and slowly but surely you become energy-deprived and overweight.

To make matters worse, the liver ALWAYS converts the much praised “healthy” fructose into fat – without insulin. If you’re lucky, you’ll notice this fat on your hips; in worse cases, it will be stored directly in the liver. Over a third of Europeans have non-alcoholic fatty liver disease. The liver can no longer fulfill its tasks. The main reason for this are the fructose drinks.

These are already



two vicious circles. They are the cause of chronic inflammation, insulin resistance, narrowing of blood vessels, high blood pressure, immune deficiency, obesity, type II diabetes, dementia, Alzheimer’s or cancer. Often several illnesses at the same time.

If, on the other hand, you eat fewer carbohydrates, there are only harmless increases in blood sugar and your liver can – after a short start-up phase – produce very special turbo fats from your white storage fat or from dietary fat: the ketone bodies.

Your body cells, especially your brain cells, love this “super energy”. More specifically, your power plants, the mitochondria, in your neurons love it. We are specifically talking about the keto lifestyle and not a diet. There are many possible pleasurable ways for you to enjoy this lifestyle and benefit from it. You can choose the option that suits you best. feel keto Crackers may support you.

For more information, visit  
[www.feelketo.ch](http://www.feelketo.ch)

# KERRY RELEASES 2024 TASTE CHARTS — A WORLD OF FUTURE TASTES

**K**erry, a world leader in taste and nutrition, is pleased to release its 2024 Taste Charts,

A World of Future Tastes, to the global food and beverage community. The culmination of Kerry's year-long research is a series of incisive, interactive charts created separately for 13 individual regional markets, including 30 countries in Asia Pacific, Middle East & Africa (APMEA).

The charts list mainstream, key, up-and-coming and emerging tastes across five food and beverage categories, provide an in-depth analysis of the flavours, ingredients and trends that will shape innovation in the food and beverage sector

in the year ahead, and inspire product and menu developers worldwide.

To illustrate today's incredible pace of innovation, Kerry researchers conducted a deep dive

into the lifecycles of two long-popular flavours — orange and chocolate — and examined how these mainstream ingredients are evolving into all manner of inventive tasty product offerings

around the world. These two case studies demonstrate how popular and traditional tastes worldwide are fusing into new, innovative applications as brands source, combine and recombine

flavours and ingredients from other places.

## Other top insights for 2024 flavour innovation in APAC:

- Traditional spices and cooking techniques are getting a modern twist, leading to innovative dishes like charcoal-grilled skewers with fermented chilli paste in Thailand and turmeric latte macarons in India.

- Young consumers are craving bold and unusual flavour combinations, driven by social media's influence and a desire for novelty. This opens opportunities for sweet-savoury pairings like bacon milkshakes, coffee infused with black garlic, and chocolate bars with wasabi.

- The plant-based revolution is taking off, leading to new demand for creative flavour solutions in meat and dairy alternatives, such as jackfruit rendang in Indonesia, mushroom jerky in Australia, or chickpea falafel with a Middle Eastern twist.

- Passionfruit: considered a niche fruit, this cold beverage flavour appeared in all 13 different global regions as analysed by the charts. It's a mainstream ingredient in New Zealand but still only an early-stage emerging flavour in the Middle East.

- Fruits such as Yuzu are gaining popularity across multiple markets and applications, with recent launches including Yuzu Gose beers in South Africa, Yuzu and pepper mayonnaise in China, and Yuzu low ABV wines and alcoholic beverages in Australia.

For more information, visit [www.kerry.com](http://www.kerry.com)





# STEAK 2.0: PLANT-BASED MEAT ALTERNATIVES WITH FAT LAYERS AND MARBLING



**M**arbled steaks and bacon with meat and fat layers are standards in the classic meat segment. However, offerings in the plant-based alternatives category are still very limited. This is even more the case for plant-based products that feature not just marbling or fat layers, but also an authentic, fibrous structure. To change this, plant-based pioneer Planteneers and filling and portioning system manufacturer Handtmann are joining forces.

With functional systems from Planteneers and equipment from Handtmann, manufacturers of plant-based meat alternatives can now produce marbled pieces with a fine fibrous structure.

The only requirements are a newly developed attachment for Handtmann's familiar filling and portioning systems, and the appropriate system solutions from

Planteneers' fiildMeat and fiildTex series. The latter are the basis for these meat and fat alternatives, which are produced with a flexible coextrusion system. The products can be plant-based alternatives to steak, filet strips, or bacon. The size and shape of the final products can be adjusted to customer desires, as can the definition of the fat layers. Depending on the fat ratio and the machine setting, asymmetrical fat marbling is possible.

Another major advantage over existing production processes for marbled meat alternatives, such as 3D printing, is the high output. With a throughput of over a ton per hour, manufacturers can turn out large quantities of steak alternatives and thus meet the demand from larger trade partners.

---

For more information, visit [www.planteneers.com](http://www.planteneers.com)



# NEW HYDROSOL STABILIZING SYSTEMS FOR READY-TO-DRINK PRODUCTS

Over the past ten years ready-to-drink coffee beverages have shown steady growth worldwide. In 2023 alone revenue rose by 4.8 percent to total 30.6 billion euros, and continues to trend upward. This is the conclusion of a study by market research institute Statista Market Insights. They prognosticate annual growth of 5.6 percent through 2027 (CAGR 2023-2027), to a projected 38.2 billion euros. More and more dairies are leveraging this potential and addressing the ongoing demand with new product ideas. Hydrosol supports manufacturers with stabilizing systems from the Stabiprime and Stabisol ranges. Product Manager Binia Postel explains: "We've added coffee drinks to our milk mixed beverage applications. For example, one very exciting concept is a protein-rich coffee drink with a protein content of six percent. It's made of milk powder and water together with the customer's instant coffee. What makes it special is that it is filled into cans and autoclaved. That means it can be stored without cooling. There hasn't been a concept like this before. It's really quite innovative."

According to Postel, the development of this protein-rich coffee drink was very complex. It

was necessary to get the protein content and the acids in the coffee into balance, and ensure stability even at high temperatures. Hydrosol's stabilizer experts succeeded at this very well. One reason is their many years of experience in stabilizing milk mixed beverages, another is the individual service the company provides. "Every coffee is different, so in our trials we try to use the specific customer's coffee, be it instant, cold brew or something similar," says Postel.

The coffee drink can be made with fresh milk, or as a recombined version with milk powder. The recombined option is attractive for markets where little fresh milk is available. The stabilizing system keeps the drink stable for a long time, while phosphates and/or carbonates control the acid development.

The finished coffee drinks can

of course be customized individually varied, from different coffee intensities to seasonal flavours. Many ideas are possible. The company's close collaboration with sister company OlbrichtArom makes flavouring problem-free. It also offers interesting possibilities for avoiding added sugar while still providing a certain sweetness. This is precisely what OlbrichtArom's Sugar Booster product does, by maximizing the light sweetness of lactose. These ready-to-drink solutions for coffee drinks are equally suitable for retail and food service.

---

For more information, visit [www.hydrosol.de](http://www.hydrosol.de)





# HIGH PRESSURE PROCESSING BY HIPERBARIC: TRENDS AND OPPORTUNITIES FOR THE FOOD INDUSTRY



**H**igh Pressure Processing (HPP) has gained attention for its benefits in food preservation and safety. As the food industry adapts to changing consumer demands, new trends and opportunities in HPP applications are emerging. From the established sectors such as juices and beverages, to the latest R&D developments and newest growing sectors such as pet food, seafood, and plant-based foods, “HPP offers immense potential to develop new convenience products and represents the response of the food and beverage sector to the growing social demand that demands products without additives, safer and more sustainable”, as Andrés Hernando, CEO of Hiperbaric, the word leader in high pressure technologies, explains.

It is a method that is based on applying high levels of pressure transmitted by water of up to 6,000 bar for a few seconds or minutes, which manages to inactivate the microorganisms responsible for food spoilage and preserve the nutritional characteristics of the fresh product.

## Juices, Beverages and Cold Brew Coffee HPP

HPP technology provides an effective method of extending the shelf life of a wide range of functional beverages, while maintaining their unique sensory attributes. This also applies to cold brew coffee, where a recent study conducted by Hiperbaric has shown that HPP is effective in controlling vegetative pathogens of concern to the food industry. HPP technology is also consistent with the upcycling of raw materials that would otherwise be discarded.

## R&D and Growing Sectors

Indeed, many of the possibilities offered by HPP technology have yet to be developed. The R&D sector always has a lot to offer. After several years of research, there is growing evidence that HPP can be used to obtain healthier foods (recovery of bioactive substances, enhancement of antioxidant properties, increase in resistant starch, salt reduction...). An unknown product that could benefit from this treatment is breast milk, the best nutritional source

for neonates. “In addition, there is a clear trend towards the development of fermented and post-biotic products within R&D groups, where HPP technology would help to maintain their functionality”, says Hernando.

The growing pet food, seafood, and plant-based food sectors have also embraced the potential of HPP technology. In pet food production, pressures can be adjusted to effectively eliminate harmful microorganisms while maintaining the nutritional value and palatability of the final product for the most demanding pets. In the seafood industry, there are two main applications: not only can HPP help preserve the freshness and extend the shelf-life of ready-to-cook products, but it is also excellent for bivalves and crustaceans shucking. Finally, HPP can enable the development of safe and high quality products in new plant-based developments, including meat alternatives and vegan cheeses.

For more information, visit [www.hiperbaric.com](http://www.hiperbaric.com)





# HOW TO MAKE THE MOST OF DEMAND FOR MEAT AND MEAT ALTERNATIVE PRODUCTS

**H**eat and Control's range of innovative, high performance, equipment solutions (which are already helping the world's leading processors of prepared foods take advantage of both markets) can create equally superior products — regardless of a meat or plant-based recipe.

## Meet some of our ready-meal industry superstars!

### AirForce Impingement Oven

A genuine impingement oven is the industry standard for processors

of par and fully cooked ready-to-eat food products. This type of oven cooks dramatically faster than comparable ovens — through use of technology to quickly and evenly transfer heat — across the full width of the product conveyor.

The AirForce® Impingement Oven has been proven to deliver faster cooking and greater uniformity than any other impingement oven. The true impingement process can preserve the flavour, and moisture, of your meat or meat alternative products, and produce higher finished yields.

It achieves high production output, and uniform high quality results, for a wide range of meat and meat alternative products because each individual product is cooked precisely to specification, and cooked equally, regardless of location on the belt.

While perfect for meat and meat alternative products, this style of oven is an industry workhorse with many other ideal applications, including meat, poultry, seafood, prepared foods, breaded/battered foods, baked foods, and even pet food.

### AirFry System

The popularity of air frying has exploded in recent years. As a long-term partner with the prepared foods industry, Heat and Control understands there will be many brands looking to take advantage of new product opportunities in this market.

*AirFry System*





Our recently released AirFry System — brings multiple technologies together to deliver a high-performance, industrial linear air frying system — for lower oil content food products. This innovative new frying system can create air fried/oven fried products with taste, texture, and appearance like fried foods without using traditional (submersion) frying methods.

AirFry can provide processors of meat and meat alternative products, the means to continuously produce a “fried-like” product by using a controlled application of topical oil, followed by a uniform flow of pressurized, high velocity cooking atmosphere from an impingement oven.

This system utilises highly accurate, Spray Dynamics® oil application equipment to ensure complete and uniform coverage of your products, while keeping oil use to a minimum. When paired with our AirForce Impingement Oven it achieves the most uniform — and fastest — air fry time in the industry.

Processors have the option to purchase a brand-new system, or if they already own an impingement oven, they can retrofit a spray applicator system, with minimal investment. And, the AirFry System works with standard batter and breading application systems too.

### **SureCoat Breathing Applicator**

The biggest trend in breadings right now are gluten-free and clean label. With over 121 million gluten-free consumers in the world, processors are investing heavily in equipment which can assist them to produce (or expand) their product ranges to include gluten-free versions of traditional favorites.

The right equipment is critical to achieving the same crispiness,

and flavour development, as with traditional breadings, and these factors are highly important for both meat, and meat alternative products.

Heat and Control's SureCoat® Breathing Applicator — is the industry's hardest working applicator — delivering highly uniform coverage on all product surfaces. It has industry's fastest changeover and cleaning times, and is suitable for a wide range of meat and meat alternative products.

SureCoat applicators have a unique design which allows them to uniformly apply pre-dust, granular, and non free-flowing breadings, as well as delicate Japanese-crumbs or flake coatings. The breading is gently moved using large diameter augers and our unique lifter conveyor to preserve the breading integrity. Top and bottom coating application is controlled independently, for superior coverage of all product surfaces.

### **Breaded Products Fryer**

Clean, efficient, high-capacity frying is the key to processing the highest quality breaded products for convenience meals in the meat and meat alternative category. The fryer used to cook these products has a dramatic impact on the quality of the finished product and this is especially important for meat and meat alternative products.

Heat and Control's Breaded Products Fryer provides clean, efficient and high-capacity frying for consumer favorites like chicken nuggets, bone-in chicken, meat patties, tempura shrimp, breast fillets, meatballs, egg rolls, coated vegetables and meat alternative products.

Another industry superstar for prepared foods, the breaded



*Breaded Products Fryer*

products fryer significantly reduces system oil volume by eliminating heating elements from the fryer pan — and every minute 100% of the system oil volume circulates between the fryer, filter, and external heat exchanger. 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 will achieve a longer shelf life for your meat or meat alternative product.

### **Ready to make a move?**

Improving your recipe or expanding your meat and meat alternative product range can present challenges and the right equipment is needed to help you bring your best products to market. We offer testing and trials on a range of equipment, and we're ready to help you meet your standards for meat and plant-based foods.

For more information, contact [info@heatandcontrol.com](mailto:info@heatandcontrol.com) or visit [www.heatandcontrol.com](http://www.heatandcontrol.com)



# INFINITE POSSIBILITIES, EXCEPTIONAL TASTE: ELEVATE YOUR PIZZA EXPERIENCE!

**T**he TP Infinity is a quiet, electric, and thus fossil-free tunnel oven that bakes pizzas, pies and pita bread on a conveyor belt with perfect baking results and completely unsupervised. The TP Infinity is an optimized tunnel oven that is highly efficient and provides substantial flexibility despite its smaller practical dimensions. In addition to baking pizzas, the oven is also perfect for burgers, fish, and sausages, just to mention a few examples.

The TP Infinity is both well-insulated and energy-efficient while providing generous capacity in a small package. The TP tunnel pizza oven can be easily adapted to the dish being baked and the desired volume. With baking temperatures up to

400°C / 725°F, touch-screen settings for baking and up to either three or four individual



sections depending on belt width, capacity is high even when baking different types of dishes and their variations. For example, you can bake up to 500 pizzas an hour, depending on the baking time and ingredients. The pizzas are baked quickly, retain all of their flavor, and have a crispy crust without the toppings drying out. These optimal results are not achieved with fans, but rather with infrared heating alone. The standard baking time is about 2 to 15 minutes depending on what you're baking, but the oven can also be equipped with a short baking time function, lowering time in the oven down to the range of 42 seconds to 5.5 minutes.

The TP Infinity tunnel pizza oven is modular, which means that you can add decks as your business grows, which is perfect if you're unsure of the volume you will need when launching a new product or shop, for example. You can also bake different dishes on the different decks – at the same time!

The TP Infinity is an extremely quiet oven, probably one of the quietest on the market, which means a better working environment. It naturally features an energy-saving mode, activated when the oven is not in operation, which saves on energy costs, lessens impact on the environment and improves the working environment. The oven also has a turbo function to quickly get up to operating temperature.

---

For more information, visit [www.sveba.com](http://www.sveba.com)



# STANDARDIZED SOLUTIONS FOR CREATING QSR PRODUCTS

## HOW TO PRODUCE FIXED-WEIGHT, FIXED-SHAPE FAST FOOD CUBES?

**T**he market for portioned products can be very diverse, mostly depending on the type of end product. The QSR industrial standards formulate the strictest demands. The end product must be uniform, standardized, consistent and repeatable. In the QSR market, cooking time is also important, but the highest priority is given to the fact that products are 'always the same'. Marel has developed standardized production processes that comply with such precise specifications.

### Solutions, not machines

In the QSR market, products such as chicken burgers, chicken tender strips, skewer meat, nuggets and popcorn are all standardized. They have one thing in common: their production requires multiple cuts or multiple processes. Single machines can't meet the requirements anymore, so complete solutions are necessary. Marel can support processors in making the right product-market combinations by implementing its dedicated standardized solutions.

### Raw material

If the end products should be QSR cubes, Marel can offer a standardized process and can also advise on the raw material. For making a fast-food cube, a calibrated product is preferable. That's because a weight-calibrated product gives a better uniformity of the end product and a better control of the process. However, purchasing calibrated raw material is more expensive than uncalibrated product. And the availability could sometimes be an issue.

### Flexibility

This standardized configuration can produce high volumes of in-spec cubes. Marel knows exactly how to produce the strips with the required characteristics and the right quality and avoid making them look like French fries. Irrespective

of what kind of raw material is brought in, it is always possible to create a high-quality strip and cube.

This solution is very flexible. Processors who don't produce cubes day-in-day-out, want to make other types of products too. That can be done by adding a SensorX, a RoboBatcher or even another component to the line. In this way, the same portioning line setup can produce burgers, tenders, and schnitzels.

For more information, visit [www.marel.com](http://www.marel.com)

# KAUFLAND INCREASES CAPACITY AT OSTERFELD MEAT-PACKING CENTER WITH QUPAQ'S TRAY DENESTING AND PRODUCT LOADING TECHNOLOGY

**A**utomation has significantly improved Kaufland's meat-packing center in Osterfeld, Germany. By implementing a customized QupaQ tray denesting and product loading solution, Kaufland can now achieve an output with one packaging line that previously required two. This has translated into cost savings in staffing and ongoing

maintenance.

In the wake of the successful integration of a QupaQ solution at its meat-packing center in Möckmühl in 2017, the German hypermarket chain Kaufland initiated a similar investment for its Osterfeld facility earlier this year.

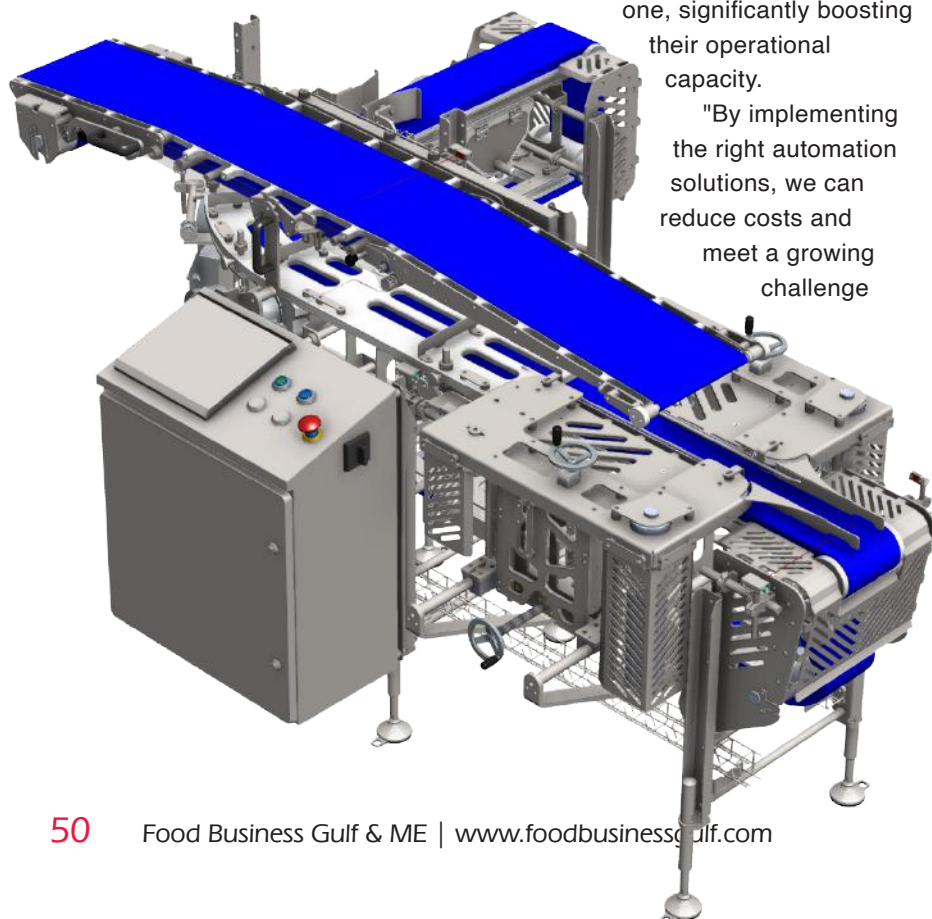
The project was completed in August, and the primary objective is to bolster efficiency and curtail maintenance costs through automation. In fact, Kaufland can now achieve what used to require two minced meat portioning lines with just one, significantly boosting their operational capacity.

"By implementing the right automation solutions, we can reduce costs and meet a growing challenge

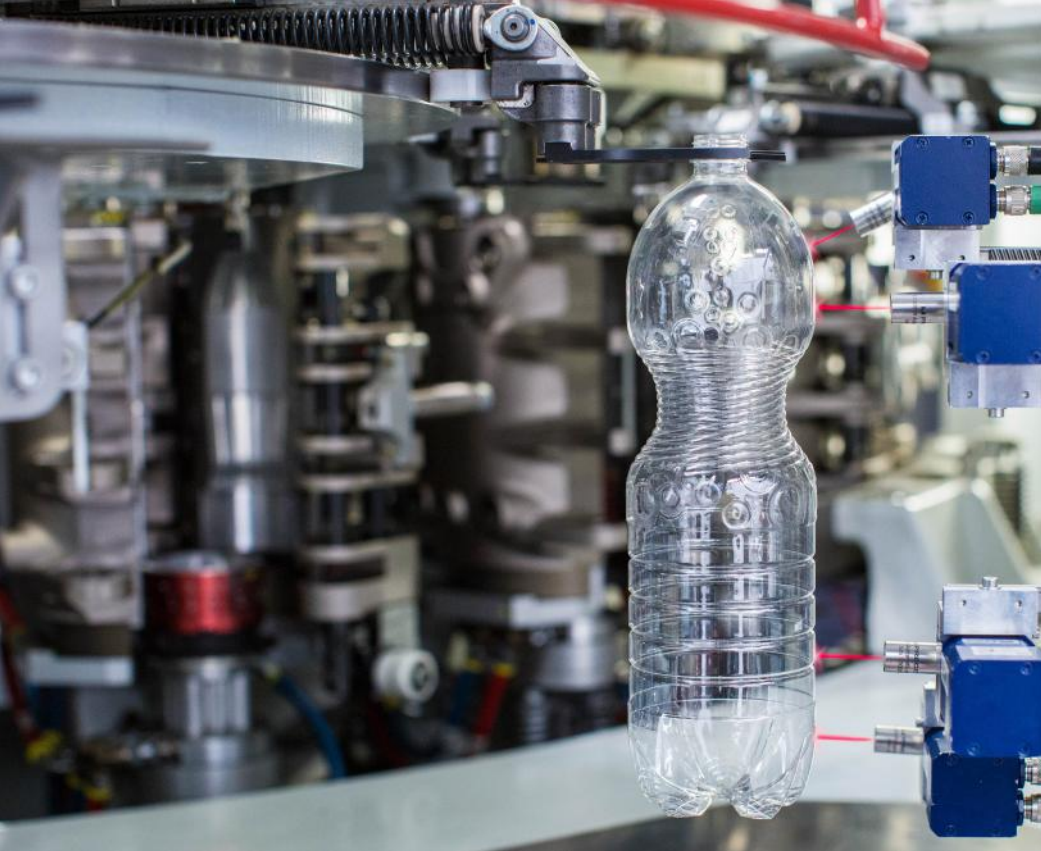
in the food industry of limited access to qualified labor. We reached out to QupaQ as we ran into issues with limited space at our meat-packing center in Osterfeld and wanted to enhance our production efficiency. The system we implemented in Möckmühl did exactly that, and therefore, we chose to invest in a similar solution for our Osterfeld facility", explains Christopher Mader, Head of Operational Services at Kaufland.

The QupaQ solution, though rooted in standard modules, is tailored to Kaufland's specifications. The system features the Anytray CleanLine Denester, supplemented by a buffer and servo stirring mechanism, alongside a loader that fills the trays with both speed and accuracy. Integral to the system's efficiency is the diverger, routing trays to their designated side of the split band while an overpusher aligns them for sealing. This synergy between components creates a fluid, high-performance operation with one line feeding two sealers for maximum capacity.

For more information, visit [www.qupaQ.com](http://www.qupaQ.com)







## NEW INTELLIADJUST™ - THE ULTIMATE IN-LINE PET BOTTLE QUALITY CONTROL WITH AUTOMATIC ADJUSTMENT

**S**idel, a leader in innovative PET packaging solutions, is launching its latest quality control technology for PET bottles. IntelliADJUST™ is set to transform customers' ability to produce PET bottles to a high and consistent standard.

The smart bottle blowing control system offers high performance and easy to use technology that enables customers to achieve a consistently higher bottle quality and support production of bottles with recycled PET (rPET) content.

IntelliADJUST™ is a Sidel patented solution which guarantees consistent quality and high efficiency. It works within a 'closed loop' system using interferometric sensor technology, and ensures perfect material distribution, resulting in high production uniformity for PET bottles, including those made from recycled PET.

It also enables consistent bottle quality across a range of variable production conditions, such as preform storage, workshop temperature and relative humidity. In-line, autonomous bottle control

and real-time digitised process adjustments result in perfect material distribution. The impact of changing production conditions and PET resin specificities on bottle quality is significantly reduced when using this expert-free solution.

The addition of Sidel's Evo-ON software suite, offers aggregation of equipment data and dynamic analytics features to deploy historical and 24/7 real-time analysis, creating a truly smart line system.

Stéphane Menard, Product Manager for blowing care at Sidel, explained that IntelliADJUST™ measures in-line bottle thickness, analyses and adjusts parameters to ensure consistent quality:

"This easy-to-use blowing solution, maximises the number of marketable bottles by ensuring that quality control is consistently high. IntelliADJUST™ offsets any production line variations by using algorithms to identify measured thickness deviations and automatically corrects the heating and blowing parameters to ensure consistent quality without any

interruptions."

The blow moulding process is becoming more important as the drive for ultimate lightweighting and increasing the amount of rPET content within the industry continues.

IntelliADJUST™ is 100% reliable across a wide range of PET preforms including translucent, opaque, coloured (non-TiO2), virgin and up to 100% rPET. It is particularly valuable in helping customers who want to introduce rPET as there are multiple sources of supply and therefore more variability in material grades. The system is capable of securing perfect material distribution on the bottle despite resin variability risks.

Sidel's new technology offers its customers the opportunity to fully optimise the carbon footprint of their PET packaging, not only through enabling greater use of recycled material but by supporting weight reduction - all with stabilised quality across bottles.

---

For more information, visit [www.sidel.com](http://www.sidel.com)





## WEIGHER FLEXIBILITY MAXIMISES PACKING POTENTIAL FOR VARIOUS PREPARED POTATOES

A 20-head multihead weigher from Ishida Europe has played a key role in the automation of the packing operation for a variety of ready to cook potato products from leading Slovakian producer Liptovská Potravínarská.

A family business established in 2000 as a supplier of raw potatoes, Liptovská Potravínarská first started to produce peeled potatoes in 2007.

The Liptovská factory features a special steam peeling system for the potatoes, one of the first to be installed in central Europe, and also has the ability to handle unpeeled potatoes. Once the potatoes have been prepared, weighed and packed, they are transferred to an autoclave for sterilisation, giving them an extended shelf life while maintaining their quality and freshness. They are then ready to cook in minutes in a saucepan, oven

or microwave.

The company introduced its autoclave system in 2019 and its success led to the establishment of the Ishida packing operation in order to be able to maximise throughput and meet demand. Liptovská has now also launched a retail line under its Pan Zemiak (Mr Potato) brand.

Liptovská Potravínarská decided to invest in a weighing and packing line that could fulfil the demand from both retail and foodservice customers and after speaking with Ishida's CEE team, the decision was made to invest in a 20-head Ishida multihead weigher as the key component of the new line.

The flexibility of the Ishida CCW-RV-220WB-1D-30-WP enables it to handle both 450g retail pack sizes and larger 3kg and 5kg packs for the foodservice sector, with a top

speed of 120 packs per minute for the 450g, and 40 and 20 packs per minute for the 3kg and 5kg sizes.

The 3 litre hoppers are capable of weighing whole, sliced or diced potatoes. In order to deliver the required speeds for the larger pack sizes, the weigher is divided into four sections. Each section acts as a separate weigher at a lower target weight and these individual weights are then combined and placed into a customised distribution system, which comprises a twin swing chute with dipping funnel that transfers the potatoes into thermoformed trays.

For a 5kg pack, the weigher produces four individual weights of 1250g which are placed into the tray one after the other; for the 3kg size, it is two weights of 1500g; for the 450g retail packs, the potatoes are despatched in a single weightment.



# BLASER TRADING - YOUR COMPETENT PARTNER FOR HIGH- QUALITY GREEN COFFEE



**B**laser Trading is a renowned international coffee trading company based in Bern, the capital of Switzerland. Since our foundation in 1922, we have been a leader in the export, import, transport and storage of green coffee. Our company is a 100% family business and is now managed by the 4<sup>th</sup> generation.

**Our vision:** We are one of the leading connecting partners between the coffee producers in the country of origin and the roasters worldwide. We work closely with our partners and invest in long-term relationships. Our experience, the

sustainable use of resources and the consistently high quality standards form the basis of our success.

## **Our services are your added value**

We offer our customers a range of services along the value chain. Our international network of partners and suppliers in all major growing regions enables us to supply roasting customers and importers in Europe and overseas, including the Middle East, with coffee from almost all green coffee provenances. We can offer you opportunities in the areas of trade, marketing, financing, cleaning, storage and logistics that cover all your wishes and needs.

## **What counts is the result in the cup**

All traded coffees are checked several times in daily cuppings by our tasting team, which consists of several Q-Graders. Only in this way we can guarantee that the coffees arrive at our customers in perfect condition and that the roasters produce excellent blends and single origins with our green coffees. As the last link in our value chain, the well-being of coffee drinkers is especially important to us. After all, they are the ones who can ultimately enjoy the result of our performance in the cup.

---

For more information, visit  
[www.blasertrading.ch](http://www.blasertrading.ch)



# FRESH APPLES: GLOBAL TRENDS AND INSIGHTS

**T**he global apple production forecast for 2023/24 shows a slight increase, reaching 83.1 million metric tons, with notable recoveries in China, South Africa, and the United States compensating for losses in the European Union and Turkey. Export estimates are also up, reaching 6.1 million tons, primarily due to increased shipments from the United States, Iran, and China.

In China, production is expected to rise to 45.0 million tons, driven by higher output in provinces such as Shanxi, Henan, Hebei, and Liaoning, despite frost and temperature-related losses in Shandong and Gansu provinces.

Exports from China are anticipated to increase to 845,000 tons, mainly targeting Asian markets, while imports are projected to decrease to 80,000 tons due to reduced shipments from New Zealand following Cyclone Gabrielle damage in February 2023.

EU production is forecasted to decline to 12.2 million tons, attributed to fruit drop and cold temperatures during bloom, affecting pollination, notably in Poland. Despite this, quality is expected to be satisfactory, with improvements in output from France and Spain. Exports from the EU are predicted to rise to 1.1 million tons, driven by increased



export-quality supplies to India and South American markets, while imports are expected to remain nearly unchanged at 250,000 tons.

Turkey's production is forecasted to decrease to 4.9 million tons due to adverse weather conditions during bloom and fruit maturation. However, the industry is modernizing with the adoption of higher-yield varieties and growing systems. Consequently, exports are expected to contract to 380,000 tons.

In the United States, production is set to increase to 4.4 million tons, with Washington state output

recovering from last year's adverse weather conditions. This boost is expected to drive exports to 820,000 tons, primarily to Mexico and India, following the removal of India's retaliatory tariffs on U.S. apples in September 2023. Imports to the U.S. are expected to slightly increase to 110,000 tons, mainly from Southern Hemisphere suppliers.

India's production is expected to remain steady at 2.4 million tons, while imports are forecasted to increase to 410,000 tons, driven by strong consumer demand.

South Africa anticipates a rise in production to 1.2 million tons, with improved quality and output from new plantings. This is expected to

boost exports to 650,000 tons.

Chile's production is expected to slightly decrease to 907,000 tons, leading to a contraction in exports to 480,000 tons.

Mexico's production is forecasted to remain stable at 812,000 tons, with expansions in Chihuahua offsetting losses in other states. Imports are expected to increase to 250,000 tons due to recovering U.S. supplies.

New Zealand's production is forecasted to rebound to 463,000 tons, with exports expected to increase to 320,000 tons as orchards recover from Cyclone Gabrielle.





## FORSEA UNVEILS FIRST CULTURED EEL

Cell-cultured seafood start-up Forsea Foods, Ltd. sails on its mission to save wild eel populations from near extinction by unveiling its first prototype of cell-cultivated freshwater eel. Forsea successfully replicated the traditional Japanese unagi eel (*Anguilla japonica*) featuring the same tender, succulent texture and rich savory flavor as real eel.

The visionary start-up has been working together with the celebrated executive chef Katsumi Kusumoto to create two popular traditional Japanese dishes – unagi kabayaki (marinated grilled eel over rice) and unagi nigiri. Kusumoto runs the vegan restaurant SAIDO in Tokyo, which was voted the world's best vegan restaurant in 2019 by the online vegan and vegetarian restaurant guide Happy Cow.

The company has achieved a working proof-of-concept that embodies the sensory attributes of real eel meat and is now prepped for scale-up. In the collaboration,

Forsea contributes its novel technology for cell-cultivating eel cuts, while Kusumoto contributes his culinary mastery to refine the product to perfection in texture and flavor. Forsea was the winner of the Startup Pitch Hour Prize at the Asia-Pacific Agri-Food Innovation Summit last October in Singapore.

“Unagi is an enduring favorite in Japan,” informs Kusumoto. “Its timeless appeal, however, is impacted by a growing awareness among the Japanese population of the need to take a more sustainable approach. It's been a thrilling journey to join forces with emerging innovators, and working together to deliver the traditional unagi indulgence with a clear eco-conscience.”

Forsea was founded in 2021 with a mission to turn the tide on the downward spiral of the ocean's seafood populations by developing a cell-cultivated alternatives. Overfishing of eels has turned this aquatic delicacy into an endangered species. The immense

popularity of eel meat in Asia, Europe, and the US likewise poses significant challenges for suppliers who struggle to keep up with the surging demand. This leads to supply bottlenecks, illegal trade, and high prices.

“This milestone marks a major leap in our journey to deliver delicious cultured seafood products,” claims Roe Nir, CEO and co-founder of Forsea. “Forsea is pioneering the fusion of traditional, high-quality Asian cuisine with groundbreaking technology to create the world's first cultured unagi—one that will provide the consumer with a genuine seafood experience without putting further strain on aquatic life.”

Beyond its contribution to ocean conservation, Forsea's cell-cultivated eel offers a nutritious alternative that is free from any antibiotics, hormones or ocean pollutants.

---

For more information, visit [www.forseafoods.com](http://www.forseafoods.com)



# Gulfood

**19-23 FEB 2024**

DUBAI WORLD TRADE CENTRE



**REAL  
BUSINESS**



**REAL  
FOOD**



**REAL  
STORIES**



**REAL  
TALENT**

## THE LARGEST ANNUAL F&B SOURCING EVENT IN THE WORLD

A new global chapter is unfolding in the future of food. It's time to innovate for a more sustainable, thoughtful, and brighter future for the entire F&B ecosystem across the world.

**REGISTER TODAY**  
AT [GULFOOD.COM](https://gulfood.com)



**REAL  
VALUE**





# Taste the Wave of Flavor

Experience the highest quality and safety standards in every **California Walnut**. Indulge in the culinary excellence of our **Chef Plate**, where taste meets perfection with a healthy crunch in every bite.



#FlavorSurf



CaliforniaWalnuts.ae

Instagram: /californiawalnut\_mena Facebook: /californiawalnutmena