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# FOOD INDUSTRY

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The more widespread avian influenza, the more interruption it will cause the poultry industry, which requires soy meal as its main feed. As a consequence, China's ability to control the disease will have a direct impact on the future of its soybean import.

Senior Manager, Strategic Advisory & Research,  
Food & Agriculture at Rabobank Netherlands (China) Ltd  
Gordon Yan, pg 64

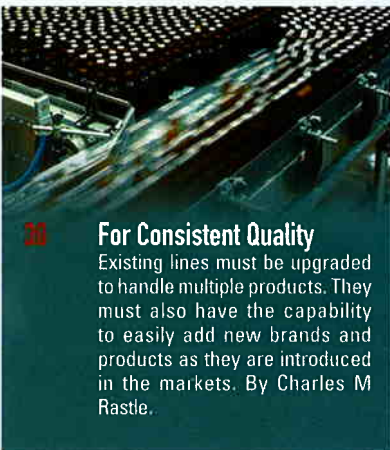
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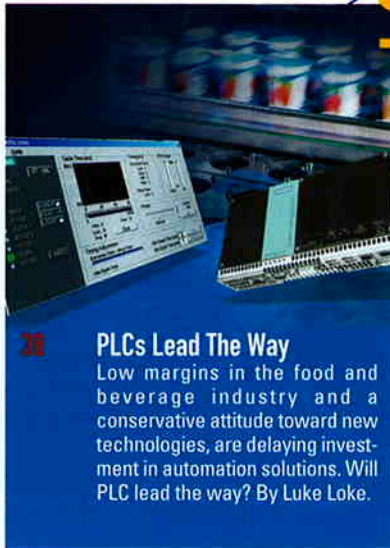


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# Wine *in a* Can – Why Not?

Wine in a can has an endless number of possibilities. Outdoors or indoors, hotel room or at home. Find out how this can shape the future of the wine industry. By **Greg Stokes**, CEO, Barokes Wines.

**FOR** many wine lovers, the wine in a can concept is reason enough to balk. The reality is the product and technology has huge appeal within the wine industry, winemakers and wine drinkers.

Wine has undergone enormous transformations over the years – from the cork to the screw top, the cask and so on, so it is not surprising that the next step in the development of wine is that it now be packaged in a can.

## WHY WINE IN A CAN?

Wine in a can provides wine makers with a new and exciting way to package wine. In addition to solving pre-existing problems for the wine industry including what to do with excess supply, wine in a can has a number of unique benefits to bring to the table.

It can tap into a number of different markets, be easily marketed, sold and transported throughout the world. It provides premium quality, convenience, safety, reliability, transportability and the health benefits that arise from containing minimal preservatives.

On a practical note, wine in a can's obvious advantage is that it does not break like glass. This means that people can now enjoy wine in a safer and flexible way. Indoors, and most noticeably outdoors, wine in a can allows people to experience the joy of wine in places not traditionally viable. From camping to boating, people can store and consume the product in a new and effective way.

Other benefits include portion control for nightclubs and bars, increase range and no wine ullage issues for hotels (mini bars). It is light weight and provides easy storage that is so important for outdoor event organisers, caterers and the airline industry.



**TRADITION VS HIP CULTURE**

It may come as a surprise, but new technology behind wine in a can ensures the delivery of premium quality, stability and longevity. In particular, this technology has been developed and patented allowing wine in a can that is able to be stored for up to five years.

It must be recognised that the traditional wine drinker who enjoys dusting off a bottle from the cellar and serving at a fancy dinner party is not the primary target market for wine in a can.

Females (aged between 22 and 39 years) are the main demographic adopting this product. They accept it because of its premium quality and the product's fit with their lifestyle. Its stylish appearance is appealing and convenient packaging makes it suitable for a myriad of entertainment and outdoor settings.

Wine in a can is also being picked up by innovative new wine consumers who enjoy going

Stylish appearance is appealing and convenient packaging makes it suitable for a myriad of entertainment and outdoor settings.



New technology behind wine in a can ensures the delivery of **premium quality, stability and longevity.**

out and socialising, particularly at outdoor events, as well as "convenience" consumers (primarily males) who enjoy the product whilst being active and playing sports such as sailing or golf.

In countries such as Japan, Hong Kong and Singapore, wine in a can is taking off as the new social trend. Scores of the younger generation are taking to it as the "must have" product. For these socialites it provides a hassle-free way to consume wine.

In Japan particularly, most beverages including alcohol and

coffee, are sold in cans. The Japanese therefore do not have preconceived ideas in regards to the packaging of premium quality products, and hence have embraced the concept.

**FORGING A NEW CATEGORY**

The creation of wine in a can has led to the creation of a new trademarked beverage product category – Ready-to-Drink Wine.

Though most traditional wine drinkers will not necessarily be drawn by this new product, wine in a can gives the younger demographic something that

immature palates so that one day they can drink the more complex, more full bodied wines.

It is clear from the ever growing demand in the alcoholic beverage market that there are now more and more consumers who prefer to purchase RTD drinks, whether it be for convenience, taste or style.

Wine in a can is perfectly placed to tap into the RTD sector – it gives the traditional Vodka or Bourbon drinker a choice of product unlike any other they have experienced on the market and a healthy alternative to sugar loaded spirit mixers.

**HOW DOES IT WORK?**

Barokes Wines have successfully created the innovative, trademarked and patented Vinsafe wine packaging system



which safely allows the sealing of wine in a can to achieve premium quality, stability and longevity.

The company currently produce and sell a range of premium Australian wines in a can globally. Additionally, Barokes private label for other wine producers and also license the patented Vinsafe technology.

These phases involve all aspects of the Vinsafe wine in a can product, its quality assurance/control and management, with the use of Barokes' intellectual property. From the products' initial conception in the vineyard to its final delivery to the consumer, the phases are as follows:

#### 1. Assessment

Vinsafe quality control management system is used. The first phase concentrates on the grape growing regions and practices which are identified as suitable for the product. Wineries are selected and assessed for aspects such as their grape quality, growing practices and methods and environmental management.

#### 2. Winery Adoption

Following this assessment, recommendations are identified, listed and implemented in cooperation and ongoing consultation with the wineries winemakers.

#### 3. Wine Construction

Patented and proprietary wine parameters are used to guide the winemakers in their construction of the wine to achieve the profile, structure and quality to ensure the products guaranteed stability and shelf life.

#### 4. Can Production/Filling

Only Barokes licensed and authorised can production and filling facilities are suitable for Vinsafe wine in a can. All of the aspects of Vinsafe's quality management system are in place prior to recommending or contracting any of the facilities.

#### 5. Vinsafe Transfer

The intellectual property (including confidential information, trademarks, "know how", research and development, and patents) that form the basis of Vinsafe are transferred via a licensing contract. This contract also includes continuous support in the form of technical advice, consulting, product research and development, technology improvements etc.

#### FUTURE

Wine in a can has revolutionised the wine packaging and processing industry in the Asia Pacific region by providing an excellent way to store and transport wine. The compact nature of the cans means that a large number of them can

be transported at one time and stored in a smaller space than what is required by the larger bottles of wine.

It also means that wine can now reach a broader demographic, helping to reach people previously unaware of the joys of a glass of Cabernet Shiraz Merlot or Chardonnay Semillon. Joint partnerships with wine in a can companies and food chains means that the product can be distributed in new ways.

It is ideal for the hotel environment as it fits perfectly into mini-bars and provides a "portion" serving for the traveller, who is generally more reluctant to open a full bottle of wine. The product gives flexibility, and with flexibility comes an endless number of opportunities.

In terms of oversupply of wine, something currently being experienced in a number of wine growing regions, the wine in a can technology provides wine producers with alternative marketing and distribution channels for their products and thereby allowing them to reach new consumers for their products.

It is widely recognised that along with the over supply of wine globally, the industry needs to innovate and tackle the problem of dwindling numbers of consumers. As wine drinkers age, their numbers are not being replaced with younger drinkers who, after formative years consuming sweet, carbonated soft drinks have graduated to canned, sweeter ready-to-drink mixed alcohol products.

The key is to find ways to attract these drinkers to wine – this is where wine in a can will make a real difference.

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