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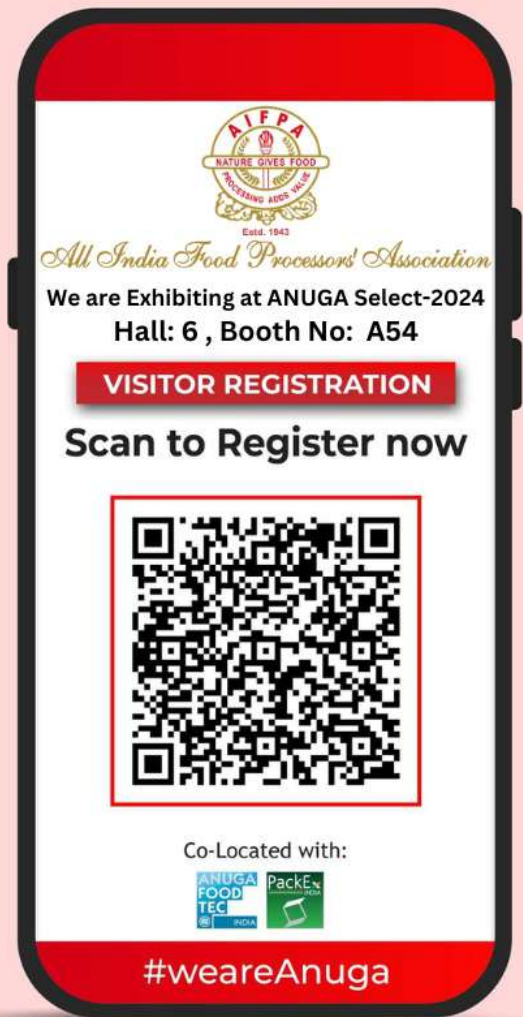
Monthly E-Newsletter of All India Food Processors' Association



📅 28-30 August 2024
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INTERNATIONAL JUICE & BEVERAGE CONFERENCE

ON

'JUICES FOR ALL'

INNOVATION | NUTRITION | DELIVERY

**Report of the International Juice & Beverage Conference
held on 28th & 29th May, 2024 at ITC WelcomHotel, Bengaluru**

All India Food Processors' Association (AIFPA) in collaboration with International Fruit and Vegetable Juice Association (IFU) with the support from Agricultural and Processed Food Products Export Development Authority (APEDA) organised The International Juice & Beverage Conference on the theme "Juices For All" on 28th & 29th May, 2024 at ITC WelcomHotel, Bengaluru.

One of the major objectives of this Conference was to showcase and explore emerging technologies, processes, and innovations that contribute to the enhancement of juice production, quality and sustainability. And to provide educational sessions and workshops to enhance the skills and knowledge of professionals in the juice industry, fostering continuous improvement and professional development.

This was one of its kind exclusive International Juice & Beverage Conference happened in India and it provided the opportunity for close interaction of Juice & Beverage stakeholders from India and Global Industries. The Conference also offered one-to-one meetings with the relevant stakeholders of the industry for supply chain mobilization.

The event commenced with a warm welcome by **Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods India Pvt. Ltd. & Mr. Kees Cools, President, IFU.** They thanked the participants for sparing their valuable time to attend the Conference. The dignitaries of the Inaugural Session were **Mr. V. Gokul Das, CMD, HRS Process Systems Ltd.,** who gave the Keynote Address, followed by Special Address from **Dr. Tarun Bajaj, Director (BEDF), APEDA (Guest of Honor), Mr. Abhishek Dev, (IAS), Chairman, APEDA** was the Chief Guest and he delivered the Inaugural Address highlighting the importance of Fruits & Vegetables sector and need to increase the exports. and **Ms. Tatiana Campos, Executive Director, IFU & Mr. K. Govardhana Reddy, MD, Suvera Processed Food Products** given the Vote of Thanks.

Mr. P. Prasad, Group Executive Vice President, FASAR-YES Bank along with other dignitaries on the dais launched the Knowledge Report. This report explores the dynamic landscape of the fruit processing industry and captures the strengths of India as a potential sourcing hub for the global fruit juice industry.

Mr. Kajal Debnath, Chief Regulatory Officer, DFM Foods Pvt. Ltd., & Chairman, North Zone, AIFPA along with dignitaries in the dais launched the AIFPA Food Safety Awards. These Awards are based on performance and for 3 categories: Micro Food Business, Small Food Business and Medium & Large Business.

Post the Inaugural Session, four sessions took place as mentioned below:

Farm-to-Product Session

In this session key topics include market trends in juices, the latest market data, and the current situation of the mango and orange juice markets.

Mr. Suvan Sharma, CEO, Jain Farm Fresh Foods Ltd. Moderated the session and the Speakers of the Session were **Mr. Venkat Prahlad**, Consultant, Food Processing & Packaging, SGF International, **Mr. Kambu Ninad Garg**, Director, Beverages Custom Solution Delivery, Global Data Plc, **Mr. Amulya Pandit**, Beverage Industry Expert, Euromonitor International, **Mr. Kees Cools**, President, IFU also officially launched the IFU Global Juice Report-2024, created in cooperation with Euromonitor, which is now available on IFU website.

Technical Session

Dr. Revathy Baskaran, Chief Scientist, Department of Fruits and Vegetable Technology, CSIR-CFTRI chaired the session. The Speakers of the Session were **Mr. Ajit Brahma**, Vice President, APAC, IceGen Corp. shared about their slurry ice technology to save costs, improve quality and enhancing sustainability. **Mr. Uday R. Prabhu**, Sales Manager/Application Scientist, Bruker Scientific Pvt. Ltd. talked on NMR technology for authenticity analysis and quality control. **Dr. Subhra Saikat Roy**, Principal Scientist (Horticulture), ICAR-Central Citrus Research Institute enlightened us on the varieties of citrus in India, the size of citrus production areas compared to citrus processing, and the lesser-known health benefits of citrus. **Dr. Vincent Herma**, Associate Professor, NIFTEM-T discussed retaining nutrition in juices and beverages & **Dr. Günter Maier**, Consultant, Oenoservice talked about enzyme applications to produce healthier and more sustainable juices.

A very vibrant and engaging Q&A session closed the block as the topics were incredibly interesting to the audience!

Policy Session

This session addressed essential policies impacting the juice industry, including infrastructure, taxes, labour laws, and non-tariff barriers.

Mr. Vinod Kaul, Director, Mariental India Pvt. Ltd. Moderated the session and speakers in this session were **Mr. Tom Thomas**, Managing Director, Malabar Fruit Products Co., **Dr. Sasireka Rajendran**, Asia Regional Manager, Minor Use Foundation and **Mr. Krishna Kumar Joshi**, Head-Regulatory Affairs, ITC Ltd. They shared their experiences and answered questions, providing valuable insights on the policies.

The session concluded with the IFU and AIFPA presidents emphasizing the importance of the industry working together to face common challenges.

Sustainability Session

On the last day of our conference, we started with the vital topic: Sustainability.

We delved into several key areas:- Consumer views and trends in sustainability, Innovative solutions for the industry to become more sustainable, The importance of by-products and sustainable agricultural practices & IFU's role in promoting sustainability and supporting our members

The session was moderated by **Mr. Monther Al Harthi**, Chairman, Arab Beverages Association and the speakers were **Mr. Praneeth Tripurari**, Marketing Director-South Asia, Tetra Pak, **Mr. Bill Simos**, Sales Director (Asia Pacific), JBT Corporation and **Ms. Aintzane Esturo**, Technical Director, IFU.

AIFPA & IFU are grateful to all the speakers and delegates for contributing to such important discussion.

The conference ended with a closing ceremony where the speakers, organisers and coordinators were appreciated and provided a token of gratitude.

“Together, we will drive the future of sustainability in our industry”!

GLIMPSES OF THE INTERNATIONAL CONFERENCE



Welcome Address by
Dr. Raghav Jadli, President, AIFPA



Welcome Address by
Mr. Kees Cools, President, IFU



Keynote Address by Mr. V. Gokul Das,
CMD, HRS Process Systems Ltd.



Mr. P. Prasad, Group Executive Vice
President, FASAR-YES Bank launching the
report on Fruits & Vegetables Industries



Mr. Kajal Debnath, North Zone Chairman,
AIFPA briefing about AIFPA Food Safety
Awards



Special Address by
Dr. Tarun Bajaj, Director (BEDF), APEDA



Inaugural Address by
Mr. Abhishek Dev (IAS), Chairman, APEDA



Vote of Thanks by
Ms. Tatiana Campos, E.D., IFU



Mr. Suvan Sharma, CEO, Jain Farm Fresh
Foods Ltd. moderating the Session



Mr. Venkat Prahlad, Consultant,
SGF Intl. making his presentation



Mr. K.N. Garg, Director, Global Data
making his presentation



Mr. Amulya Pandit
Beverage Industry Expert, Euromonitor Intl.
making his presentation



Dr. Revathy Baskaran, Chief Scientist, CSIR-CFTRI moderating the Session



Mr. Ajit Brahma, Vice President, ICEGen Corp, making his presentation



Mr. Uday R. Prabhu, Sales Manager, Bruker India Scientific P. Ltd. making his presentation



Dr. Subhra S. Roy, Principal Scientist (Hort.), ICAR-CCRI making his presentation



Dr. Vincent Hema, Associate Professor, NIFTEM-T making her presentation



Dr. Gunter Maier, Consultant & Member of IFU making his presentation



Mr. Vinod Kaul, Director, Mariental India Pvt. Ltd. moderating the Session



Mr. Tom Thomas, M.D., Malabar Fruit Products Co. making his presentation



Dr. Sasireka Rajendran, Asia Regional Manager, Minor Use Foundation. making her presentation



Mr. K.K. Joshi, Head-Regulatory Affairs, ITC Ltd. making his presentation



Mr. Monther Al Harthi, Chairman, Arab Beverages Association moderating the Session



Mr. Praneeth Tripurari, Marketing Director-South Asia, Tetra Pak making his presentation



Mr. Bill Simos, Sales Director, John Bean Technologies Corp. making his presentation



Ms. Aintzane Esturo, Technical Director, IFU making her presentation



View of Delegates





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KEY ELEMENTS

	Exhibition, Theme Pavilions		Reverse Buyer Seller Meet		Industry roundtable interactions
	Business networking through B2B/G meetings		Food Street		Sessions & Conferences

WHO SHOULD ATTEND

- Companies engaged in the food processing & allied sectors
- Startups & innovators
- Exporters & importers
- Machinery manufacturers
- Retailers
- Equipment manufacturers & solution providers
- Food packaging, cold chain, logistics companies
- Government delegates & representatives
- Global food regulators
- Foreign Missions in India
- Media partners
- Financial institutions
- Academia & research institutions

FOCUS SEGMENTS

Ready to Eat / Cook	Machinery & Packaging
Alcoholic Beverages	Pet Food
Poultry & Meat	Fisheries & Seafood Products
Beverages / Ready to Drink	Dairy
Fruits & Vegetables	Technology & Innovation
HORECA	Other allied categories

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CONTACT DETAILS:

Exhibitor Query

Rameshwar Maurya, Manager - Projects
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New Indian Food Safety Initiative Poised for Nationwide Implementation



A pioneering food safety system, initially piloted in north-east India following tragic child fatalities associated with food and waterborne illnesses, has shown promising results, prompting discussions about its potential expansion across the entire nation.

The system, initiated in response to alarming rates of child mortality linked to food and waterborne diseases, identified enteric pathogens in 3–4% of tested samples, signalling the pressing need for improved food safety measures.

Established by the Indian Council of Medical Research (ICMR), the FoodNet surveillance network in India's Northeastern Region (NER) has been pivotal in generating real-time data on foodborne diseases and outbreaks, facilitating policy reforms, and enhancing public health responses.

Researchers stress the significance of robust surveillance networks in combating foodborne diseases, particularly in developing nations like India, where limited infrastructure and water scarcity exacerbate the prevalence of such illnesses.

To address these challenges, the ICMR implemented FoodNet, a comprehensive surveillance system spanning laboratories, to monitor prevalent pathogens and assess antimicrobial susceptibility patterns.

Through meticulous planning and phased implementation, FoodNet expanded across the NER, encompassing medical and veterinary centres in nine states. The initiative has been fortified with training, technical support, and digital infrastructure to ensure effective data management and analysis.

During its initial phase, FoodNet detected enteric pathogens in a significant proportion of tested samples, underscoring the urgency of proactive measures to curb foodborne diseases.

Researchers emphasize the need for prompt detection and response to outbreaks, alongside ongoing efforts to mitigate emerging risks such as antimicrobial resistance. Looking ahead, the vision is to extend the surveillance network nationwide, aiming for comprehensive coverage to safeguard public health and enhance food safety across the entire country.

The successful implementation and potential nationwide expansion of this food safety initiative represent a crucial step forward in protecting the health and well-being of all Indians.

FSSAI Cracks Down on E-Commerce: 'Health Drink' and 'Energy Drink' Terms Banned for Malt-Based Beverages

The Food Safety and Standards Authority of India (FSSAI) has issued directives to all e-commerce platforms, urging them to cease labelling dairy-based, cereal-based, or malt-based beverages as 'health drinks' or 'energy drinks'.



The FSSAI emphasized the lack of clear definitions for these terms under Indian food laws, highlighting that 'energy drinks' specifically refer to certain flavoured water beverages.

The regulatory body stated that the use of misleading terms could potentially misinform consumers. Consequently, all e-commerce Food Business Operators (FBOs) have been advised to promptly rectify this misclassification by removing or delinking such beverages from the category of 'Health Drinks and Energy Drinks'.

FSSAI clarified that neither the term 'Health Drink' nor 'Energy Drink' is standardized or defined under the FSS Act 2006 or its accompanying rules and regulations. The term 'Energy Drinks' is permitted solely for carbonated and non-carbonated water-based flavored drinks.

This corrective action by FSSAI aims to enhance clarity and transparency regarding the nature and functional properties of products, ensuring that consumers can make well-informed choices without encountering misleading information.

Also, concerns are mounting over the soaring sales of energy drinks, particularly among youngsters. Companies such as PepsiCo, Coca-Cola, and Hell are selling energy drinks at a fraction of the price of global leaders like Red Bull and Monster, leading to a massification of consumption, even at grocery stores. Sales of energy drinks are reportedly growing by 50–55% annually, prompting studies to explore potential health impacts from excessive consumption.

Establishment has discretion to select method for display of info, clarifies FSSAI



The FSSAI has issued a clarification with regard to display of information such as declaration of calorific value, allergen and nutritional information by Food Service Establishments and said that such establishment has the discretion to select the method for display of such info.

The concerned Food Service Establishment has the discretion/ flexibility to select any one of the method for providing the information as specified," reads the advisory.

This includes menu cards or boards or booklets, or handouts on their websites.

According to FSSAI, it was in receipt of representation regarding misinterpretation of 'Display of Information by Licensing Authorities' resulting in suspension of licences in some cases.

In this regard, it was clarified by the FSSAI that FSS (Labelling and Display) Regulations, 2020, permits Food Service Establishments to display information such as calorific value, food allergens, logo for veg or non-veg using various options specified in FSS Act.

FSSAI alerts fruit traders to ensure compliance with prohibition of calcium carbide in fruit ripening

The Food Safety and Standards Authority of India (FSSAI) has alerted traders'/fruits handlers/Food Business Operators (FBOs) operating ripening chambers to strictly ensure compliance with the prohibition on calcium carbide for artificial ripening of fruits, particularly during the mango season. FSSAI is also advising Food Safety Departments of States /UTs to remain vigilant and take serious action and deal stringently against person(s) indulging in such unlawful practices as per the provisions of FSS Act, 2006 and Rules/Regulations made thereunder.



Calcium carbide, commonly used for ripening fruits like mangoes, releases acetylene gas which contains harmful traces of arsenic and phosphorus. These substances, also known as 'Masala', can cause serious health issues such as dizziness, frequent thirst, irritation, weakness, difficulty in swallowing, vomiting and skin ulcers. Additionally, acetylene gas is equally hazardous to those handling it. There are chances that calcium carbide may come in direct contact with fruits during application and leave residues of arsenic and phosphorus on fruits.

Due to these dangers, the use of calcium carbide for ripening fruits has been banned under Regulation 2.3.5 of the Food Safety and Standards (Prohibition and Restrictions on Sales) Regulations, 2011.

This regulation explicitly states, "No person shall sell or offer or expose for sale or have in his premises for the purpose of sale under any description, fruits which have been artificially ripened by use of acetylene gas, commonly known as carbide gas."

Considering the issue of rampant use of banned calcium carbide, FSSAI has permitted the use of ethylene gas as a safer alternative for fruit ripening in India. Ethylene gas can be used at concentrations up to 100 ppm (100 µl/L), depending upon the crop, variety and maturity.

Ethylene, a naturally occurring hormone in fruits, regulates the ripening process by initiating and controlling a series of chemical and biochemical activities. The treatment of unripe fruits with ethylene gas triggers the natural ripening process until the fruit itself starts producing ethylene in substantial quantities.

Further, the Central Insecticides Board and Registration Committee (CIB & RC) has approved Ethephon 39% SL for the uniform ripening of mangoes and other fruits.

FSSAI has published a comprehensive guidance document titled "Artificial Ripening of Fruits - Ethylene gas a safe fruit ripener" (https://www.fssai.gov.in/upload/uploadfiles/files/Guidance_Note_Ver2_Artificial_Ripening_Fruits_03_01_2019_Revised_10_02_2020.pdf) suggesting the Food Business Operators to follow the procedure for artificial ripening of fruits. This document outlines a Standard Operating Procedure (SOP) incorporating all aspects of artificial ripening of fruits by ethylene gas viz. Restrictions, Requirements for Ethylene Ripening System/Chamber, handling conditions, Sources of Ethylene Gas, Protocol for application of Ethylene gas from various sources, post treatment operations, safety guidelines etc.

In case any use of Calcium Carbide or any wrong practice of using ripening agents for artificial ripening of fruits is noticed by the consumers, the same may be brought to the notice of concerned State Commissioners of Food Safety for taking action against such violators. The details of the Commissioners of Food Safety of all States/UTs are available on the below-mentioned link: <https://www.fssai.gov.in/cms/commissioners-of-food-safety.php>.

Patanjali Foods issues clarification on food standards violation; says the company is dedicated to transparency



Patanjali Foods Ltd., has filed a clarification to the BSE on recent news in media on 'Unsafe Patanjali Soan Papdi'. The matter was related to an order of a court in Pithoragarh district of Uttarakhand, wherein three people including company's official was sentenced to imprisonment in a case related to violation of FSS Act by the company in production of soan papdi.

The statement issued by Patanjali Foods reads, we may clarify that this matter pertains to the year 2019 when sampling was conducted at the premises of a distributor of Patanjali Ayurved Limited ("PAL"). A case was filed before the Chief Judicial Magistrate Pithoragarh against the nominee of PAL and its distributor. The recent court conviction pertains solely to the nominees of PAL and its distributor who are going to challenge the conviction order. Kindly note that Food Business came into the fold of Patanjali Foods Limited ("the Company") in July, 2022 only and hence the Company has no connection with this matter. The Company remains dedicated to transparency and integrity in all its operations.

According to reports, in 2019 samples of the said product was collected from the local market and sent for analysis to FSSAI lab in Ghaziabad. Subsequently a case was registered in 2021 after the lab reports were found that the product didn't meet the standards.

FSSAI Confirms No EtO in Majority of MDH & Everest Spice Samples, Orders Nationwide Inspections

Following testing conducted by 28 laboratories, the Food Safety and Standards Authority of India (FSSAI) has reported that the majority of samples from MDH and Everest spice brands showed no trace of ethylene oxide (EtO). According to an FSSAI official, out of 34 reports, 28 indicated no presence of ethylene oxide, with the lab reports thoroughly examined by a scientific panel at FSSAI.



The testing was initiated after Singapore and Hong Kong suspended the sale of certain spice blends from MDH and Everest due to high levels of ethylene oxide, a pesticide deemed unfit for human consumption and posing a long-term cancer risk. In response, FSSAI obtained over 300 samples of spices from various brands and ordered nationwide testing across spice manufacturing units, particularly those producing curry powders and mixed spice blends.

Additionally, FSSAI instructed its officials to conduct extensive inspections, sampling, and testing at all spice manufacturing units, with a particular focus on quality assurance. State governments were also directed to ensure the quality of spices through testing. Separately, India's Spices Board mandated ethylene oxide testing for all spices exported to Hong Kong and Singapore.

Spices are a crucial export commodity for India, with exports totaling \$4.25 billion last fiscal year, comprising a 12% share of global spice exports, according to the economic think tank Global Trade Research Initiative (GTRI). FSSAI collected nine samples of Everest spices from facilities in Maharashtra and Gujarat and 25 samples from 11 manufacturing units of MDH, with each sample analyzed for compliance with quality parameters such as moisture content, insect contamination, and volatile oil content.

Plant-based Food Industry Urges FSSAI to Relax 'Milk' Labelling Rules for Dairy Alternatives



The Plant-Based Foods Industry Association (PBFIA) has called on the Food Safety and Standards Authority of India (FSSAI) to ease restrictions on the use of the term "milk" on packaging for plant-based dairy alternatives. Speaking at a summit in New Delhi, PBFIA Executive Director Sanjay Sethi emphasized the need for uniform nomenclature, despite the current requirement for disclaimers stating "this is not dairy" on cartons.

Sethi urged the FSSAI's chief executive officer (CEO) to engage with the industry, fostering collaboration and supporting startups and product innovation against larger players. He proposed the establishment of "Plant Protein Clusters" across states to facilitate collaboration between institutes, startups, and the government.

In response, FSSAI CEO G. Kamala Vardhana Rao encouraged the industry to raise public awareness about plant-based diets. He highlighted the term "flexitarian," describing individuals who primarily consume plant-based proteins while occasionally enjoying meat and dairy. Rao also commended the industry's efforts and Sethi's support for plant-based startups, praising the Cluster initiative.

Rajesh Agrawal, Additional Secretary at the Ministry of Commerce and Industry, emphasized the importance of technology for voluntary productions and investments in large-scale exports to add value-added plant products to the market.

New Launches

Parle Agro launches Dhishoom, a jeera masala drink



Parle Agro, known for its innovative contributions to the Indian beverage industry, has launched Dhishoom, a jeera masala flavoured carbonated drink, nationwide. With its availability across the country, it establishes itself as the first national brand in this category.

It was originally launched in 2012, and was available in rural and small-towns markets. Recognising the growing demand for jeera-based drinks in India, the company has now introduced the drink across the country. With this move, it aims to not only meet but also lead the expansion of this burgeoning category.

It brings consumers the authentic taste of a jeera drink. With the perfect blend of savoury, tangy and citrusy flavours, expertly infused with the right mix of jeera masala and carbonation, it delivers a taste that's not just refreshing but also packs a punch. Its quirky eye-catching packaging is hard to miss on the retail shelf.

Mr. Ankit Kapoor, head of marketing and international business, Parle Agro, said, the pan India launch of Dhishoom marks our national foray into the masala soda segment with the aim to establish leadership in the fragmented jeera masala drink category. We will leverage our superior understanding of the consumer's taste, design lead brand building capability and our distribution network to unlock this category.

The jeera masala drink category, encompassing both organised and unorganised segments, commands a substantial market size of approximately Rs 700 crore. While regional players currently dominate pockets of the market, there exists a noticeable gap for a strong national brand to emerge and capture market share. The company aims to fill this gap by becoming the first nationwide brand in this segment.

Ms. Nadia Chauhan, joint managing director, Parle Agro, said, nothing fuels our passion more than elevating categories to unimaginable heights. Dhishoom's national launch shows our commitment to seizing market potential. Our mission is to position Dhishoom as the ultimate choice in the jeera masala drink category, cementing Parle Agro's leadership in the category and the beverage industry as a whole.

SGF Opens two new franchise outlets in Delhi, targets 200 kitchens by 2025

Spice Grill Flame (SGF), a prominent name in India's vegetarian culinary scene, reaffirms its commitment to expansion and innovation with the recent launch of two franchise outlets in Subhash Nagar and Uttam Nagar. Founded in 2012, by visionary entrepreneur, Mr. Kewal Ahuja, has quickly risen to prominence with its emphasis on quality, diversity, and exceptional dining experiences.

Nagar welcomed its latest takeaway outlet on April 18, 2024, catering to the increasing demand for vegetarian options that can be enjoyed on-the-go. In a similar vein, Uttam Nagar celebrated the grand opening of a vibrant dining establishment on April 26, 2024, providing patrons with a warm ambiance to relish its renowned cuisine.



This acquisition underscores our commitment to delivering exceptional dining experiences to new communities while staying true to our values of quality and customer satisfaction. As we continue to expand, we remain focused on providing innovative vegetarian offerings that delight our guests and uphold SGF's reputation for excellence," said Ahuja.

Aashirvaad launches 'Himalayan Pink Salt' with no added colours



ITC Aashirvaad Salt has introduced its new Himalayan Pink Salt. Also, known as Sendha Namak or Saindhava Lavana in India, pink salt is considered to be natural as it is sourced from the Himalayan salt mines.

To address apprehension in minds of consumers regarding unscrupulous practices being adopted, where artificial colours are added to make the salt appear pinkish; it comes with the assurance of no added colours. It is naturally deeper pink in colour due to the high quality of salt it sources compared to other pink salts available in market. This is one of the key differentiators and further testifies its commitment towards providing quality and safe products to its discerning consumers.

It also contains essential minerals like calcium and magnesium. With minimal processing, the new offering enhances flavour of meals and also assures taste of purity. Further, the multi-layer packaging retains freshness of the product which consumers can assess instantly through the transparent strip.

Kellanova Set to Introduce Pringles Mingles, a Puffed Snack Alternative to Iconic Chips



Kellanova, a prominent player in the snacking industry, is gearing up to launch Pringles Mingles, a new puffed snack offering set to hit shelves in October.

This innovative addition to the Pringles brand lineup offers a unique twist, featuring crispy bowtie-shaped puffs that promise a delightful combination of crispiness on the outside and light, airy texture on the inside, inspired by the brand's iconic moustached mascot, Mr. P.

Pringles Mingles will debut in three tantalizing flavours: Cheddar & Sour Cream, Sharp White Cheddar & Ranch, and Dill Pickle & Ranch. With its convenient bag packaging, this new snack option aims to enhance sharing experiences among consumers, whether enjoying a movie night at home, hosting a party, or snacking on-the-go.

The launch of Pringles Mingles underscores Kellanova's strategic focus on innovating its core brands within the snacking category, following its separation from WK Kellogg last October. As the flagship product within Kellanova's snacking portfolio, Pringles boasts significant sales, totaling approximately \$3.2 billion in 2023.

Mauricio Jenkins, the U.S. marketing lead for Pringles, highlighted the novelty of Pringles Mingles, stating, "This puffy, airy snack not only gives fans a new way to experience Pringles, but it's easy-to-share packaging creates a new way to enjoy their favourite snack with friends and family, whether munching at home for movie night, at a party, or on-the-go."

CEO Steve Cahillane's earlier commitment to anchoring Kellanova's approach around its major brands, including Pringles, further reinforces the company's dedication to unlocking the brand's full potential globally. With Pringles emerging as Kellanova's biggest brand, the company aims to drive growth by expanding capacity in emerging markets.

Kellanova's emphasis on innovation extends beyond Pringles, as demonstrated by its efforts to diversify its Cheez-It brand with new formats and flavours. The company's strategic focus on snacks reflects its ambition to strengthen its market presence in the multi-billion-dollar category, positioning itself against industry heavyweights such as Nestlé, PepsiCo, Mondelēz International, and General Mills.

Bikano Ventures South with New 'Madras' and 'Tasty Saga' Flavour Mixtures Launch

Expanding its repertoire to cater to the vibrant taste preferences of southern India, Bikano, a renowned packaged snack brand, unveils its latest offerings: 'Madras' and 'Tasty Saga' flavour mixtures.

This strategic move marks a significant milestone for Bikano as it ventures into new markets while embracing regional diversity.



Manish Aggarwal, Director of Bikano, Bikanervalva Foods, remarked, "Introducing 'Madras' and 'Tasty Saga' flavour mixtures underscores Bikano's commitment to innovation and catering to evolving consumer tastes. This move aligns with our vision to solidify our position as a leading player in the snack industry, both domestically and internationally."

Kush Aggarwal, Head of Marketing at Bikano, emphasized the growing demand for mixtures in the snacks category, stating, "With a consistent annual growth rate of 25%, there is a burgeoning market for mixtures. Leveraging our expertise in the traditional snack segment, we are poised to capture a significant share of this market with our new offerings."

With an initial focus on a 200gm pack size, competitively priced for broad accessibility, Bikano aims to capture 2–4% of the southern Indian snack category. The products target a diverse demographic, appealing to consumers aged 25 to 55 years old.

Bikano plans to employ a multi-faceted marketing approach, including online advertisements, direct marketing, and product sampling, to generate excitement and attract customers. The brand anticipates engaging up to 1 lakh customers monthly through these initiatives.

Looking ahead, Bikano is committed to further expanding its global presence by bolstering manufacturing facilities and exploring opportunities in frozen products. This strategic move underscores Bikano's dedication to meeting consumer demands while staying at the forefront of innovation in the snack industry.

CSIR-CFTRI to hold short term courses in food science & technology for 2024-25



CSIR-Central Food Technological Research Institute (CFTRI), Mysuru announced the calendar for short term courses for FY 2024-25. The institute is organising 27 regular training programmes / skill development programmes / short term courses in this financial year under CSIR integrated skill initiative, encompassing all the major areas in food science and technology. The major attraction of these courses is of its short duration but intensive and packed with lectures and demonstrations.

Due to its short duration and condensed, focused and capsulated syllabus, the short-term courses are well received by students, academicians, employed and entrepreneurs who are unable to spare more time. At the same time, these programs are extremely beneficial for unemployed youth to enhance their skill towards employability or entrepreneurial aspirants to establish their startup venture based on food processing.

The faculty members for the courses have vast experience in specific areas of food science and technology. The demonstrations and practical classes are conducted in the state-of-the-art laboratories and pilot plants of CSIR-CFTRI. Successful participants will be given participation certificate at the end of the course. The Institute is a Training Partner (TP) for conducting Skill Development Programmes (SDPs) aligned with National Skills Qualifications Framework (NSQF) under Skill India Mission of Government of India for the skills like Baking Technician/Operative (FIC/Q5005), Food Microbiologist (FIC/Q7603) and Spice Processing Technician (FIC/Q8502).

Apart from the regular training programs, CFTRI arranges custom made programs exclusively designed for Academic Institutions, Government Departments/Agencies, Industries, FPOs, SHGs, for their students / staff / sponsored-participants / members in the area of Food Processing.

The Mysuru-based institute has trained more than 1800 personnel in 2023-24 under various training streams such as Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme, farmer-centric training programmes and short-term courses. Also, in the previous FY, the institute successfully organised a training programme on 'Rice Milling and Value Addition to Rice' for Guyanese Delegation under Indian Technical and Economic Co-operation (ITEC) Programme sponsored by Ministry of External Affairs (MEA), Government of India.

Breakthrough in Plant-Based Milk: Introducing 2D Printing

The frontier of plant-based innovation sees a remarkable leap forward with the advent of 2D-printed oat milk, a revolutionary concept pioneered by German food brand Veganz. While 3D printing has garnered attention for its role in crafting custom food products, the emergence of 2D printing in the plant-based milk sector marks a paradigm shift in sustainability and efficiency.

Veganz's innovative Mililk oat drink, derived from patented technology acquired from a New York-based lab, offers a novel solution to traditional oat milk production. By employing a screen-printing process on an industrial scale, Veganz creates a convenient, shelf-stable oat base that consumers can transform into milk by simply blending with water for 30 seconds.

Since its debut in October last year, Mililk has garnered praise for its simplicity, taste, and sustainability. With an ingredient list boasting only five natural components—fermented oats, rapeseed oil, locust bean gum, sea salt, and bourbon vanilla—Mililk stands out as a wholesome, additive-free alternative to conventional oat milk.

Yet, it's the sustainability credentials of Mililk that truly shine. With packaging that is 85% lighter and utilizes 94% less material compared to traditional cartons, Mililk significantly reduces environmental impact and waste. Founder and CEO Jan Bredack underscores the absurdity of carton-packaged oat drinks, which primarily consist of water and contribute to unnecessary packaging waste.

The potential of 2D-printed oat milk extends beyond consumer markets, with Veganz eyeing lucrative opportunities in the foodservice sector. With plans to ramp up production capacity to meet burgeoning demand, Veganz aims to capitalize on the growing appetite for sustainable, plant-based alternatives in restaurants, cafes, and other hospitality venues.

As Veganz expands its footprint across Germany, Austria, and Switzerland, anticipation mounts among consumers in other European countries. With promising prospects in the foodservice arena and ongoing product development efforts, the future looks bright for 2D-printed plant-based milk as a game-changer in the evolving landscape of sustainable food innovation.



Nirula's & Angels in my Kitchen get Bizibean coffee boost



BanyanTree Growth Capital, a seasoned private equity firm renowned for its savvy investments in the Food & Beverage sector, has announced its strategic investment in Bizibean, the celebrated café chain renowned for its specialty coffee and tea offerings in Gurgaon and New Delhi. This partnership enhances the consumer experience under the iconic brands Nirula's and Angels in my Kitchen, creating a powerhouse trio in India's café and casual dining landscape. A beloved name among Delhiites, it is synonymous with a rich heritage of culinary delights including its Hot Chocolate Fudge, Ice Creams, Big Boy Burgers, and Pizzas. It is also under the patronage of BanyanTree Growth Capital, and is known for its exquisite range of baked goods and desserts. Together, these brands form a complementary blend of offerings that cater to a wide array of tastes and preferences.

The portfolio now expands into the realm of fine coffees and teas, bringing an enriched café experience to customers. It began as a humble kiosk in Gurgaon's South Point Mall, and has grown into a prominent name in the coffee industry, known for its exceptional espresso and a variety of brewing methods including Espresso, Pourover, Aeropress, and French Press. Founded by industry veterans Mr. Aharnish Mishra, Mr. Manideep Chhokra, and Mr. Raj Singh, it has been a recipient of the Times Food Award for "Best Café- Casual Dining Gurgaon" for six consecutive years.

Mr. Sanjiv Singhal, founder at BanyanTree Growth Capital, said, we are thrilled to welcome Bizibean into our family of premium brands. This partnership not only enhances our food and beverage offerings but also aligns with our vision of creating exceptional dining experiences. We believe that the integration of Bizibean's specialty coffees and teas will complement and elevate the culinary journey at Nirula's and Angels in my Kitchen, offering our customers an even richer and more diverse array of choices.



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