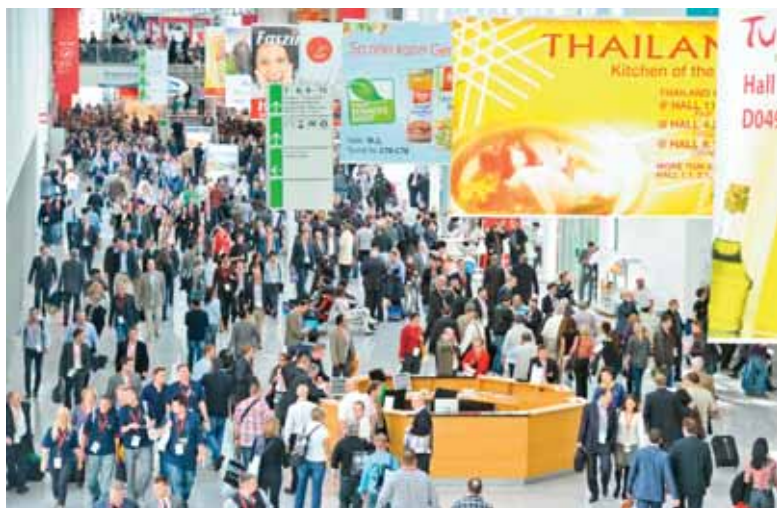




# Anuga Drinks in Cologne this October



Anuga Drinks, the international platform for the beverage industry and one of the ten Anuga trade shows, will feature a broad range of products in Cologne this October. The fruit juice and non-alcoholic beverage sector will once again be strongly represented. Exhibitors will include Bösch Boden Spies with Chiquita, Citrusuco, Corabla Waters, Döhler, Fritz-Kola, Gerolsteiner, Glockengold Fruchtsaft, Orana, Passina, Pfanner, Rauch, Riha Wesergold Getränke, Selters, Sumol + Compal, Uludag, Vilsa and Wild, all of which will once again be exhibiting in Cologne.

In 2013, Anuga Drinks will once again occupy Hall 8 of the Cologne exhibition centre, and thus cover 30,000 m<sup>2</sup> of gross exhibition space. In addition, catering-related beverages will be found in the adjacent Anuga FoodService trade show in Hall 7. Non-alcoholic beverages will be among the trend products in the drinks section of Anuga 2013. More than 600 Anuga exhibitors will be displaying non-alcoholic beverages. Around 330 exhibitors will be presenting fruit juice, 100 will be displaying mineral water, 137 will show energy drinks and 103 will exhibit wellness drinks.

It is striking how many fruit juices, soft drinks and mineral water products target

the upper-range segment. The exhibitors of top-class mineral water will include Gerolsteiner, Selters and Vilsa, as well as Sumol + Compal (a market leader from Portugal), Gasteiner from Austria, Fonte di Sole (Italy) with its "Aqua Armani" product, and Fonte de Posina (Italy).

These manufacturers combine selected water and filling characteristics with attractive bottle designs.

The fruit juice suppliers, which have a very strong presence at Anuga, will once again focus on great quality and taste. The suppliers will include Citrusuco, Bösch Boden Spies with Chiquita, Döhler, Glockengold Fruchtsaft, Orana, Passina, Pfanner, Rauch and Riha Wesergold Getränke; Wild will be represented once again as well.

Key messages concerning fruit juices include the fact that they contain no additives and only natural levels of sugar. Among the new flavours are coconut, mango (also in combination with coconut) and passion fruit. Exotic fruits are experiencing a general revival. However, apple and orange flavours are still among the top favourites. This is also the case in Germany, where the people are veritable "world champion fruit juice drinkers", consuming 33.2 litres (2012) per person. The fruit juice sector is also addressing the issues of fitness and wellness. Light coconut water is often the basis of beverages in this sector as well - for example at RF Rheinland and in the coconut drink produced by Rauch.

Fritz-Kola is represented in the soft drink sector by traditional lemonade. Another notable supplier is Proviant, which

will exhibit organic-quality smoothies and lemonades. Both brands are currently among Germany's trend drinks.

Energy drinks continue to be popular. According to Nielsen, the value of these beverages in the German market increased by around 18% in 2012 by comparison with the previous year.

However, per capita consumption of these drinks is still low in Germany, compared to other countries. Whereas Austrians, for example, consume 11.1 litres of energy drinks per capita and the English consume 9.4 litres per capita, Germans only consume 5.3 litres per capita.

In response to this trend, companies such as Wild Flavors GmbH have added new energy drink concepts to their product ranges. The "trend ingredient" coconut water is also found in these beverages. Suppliers are now also offering low-calorie variants of energy drinks on the market. The exclusive Tonino Lamborghini brand from Italy will be presenting its own energy drink at Anuga 2013.

Stevia will be another topic addressed at the fair. Food manufacturers waited many years for the EU to officially approve the sale of this sweetening agent from the stevia plant on the European market. Stevia sweeteners bear the complicated name steviol glycosides. They are considered to contain almost no calories and are up to 300 times sweeter than sugar. The sweetening agents have been officially approved for the EU since November 2011. They are also extensively used in the beverage sector. Exhibitors such as Döhler, Fritz-Kola and Wild are already using it successfully.

**New opening times:** On all five days of the fair, Anuga will open its doors at 10 a.m. instead of at 9 a.m. as has previously been the case. The doors will close at 7 p.m. with the exception of the last day of the fair, when the doors will close at 6 p.m. Anuga is open to trade visitors only. ♦