

beverage innovation

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2007 beverage innovation Awards

Best New Ingredient

1st	Römerquelle Coca-Cola Beverage - Römerquelle Emotion Marula (Austria)	
2nd =	Afriplex - South Africa Rooibos Red Tea (South Africa)	
	Aquanova - NovaSol Q Coenzyme Q10 (Germany)	
3rd =	BDB (JO Sims & NU Fruits of the Amazon) - Acai (UK/NZ)	
	Vita Verde - range (Germany)	
highly commended	DDO - Full Protein (Spain)	
highly commended	DSM - Fabuless (Netherlands)	
highly commended	Glanbia Nutritionals - Provon Revive (Ireland)	

Categories

- Best New Juice or Juice Drink
- Best New Functional Drink
- Best New Adult Drink
- Best New Children's Drink
- Best New Brand or Business
- Best New Ingredient
- Best New Health Initiative
- Best New Sustainability Initiative
- Best Packaging Innovation
- Best New Marketing Initiative
- Best Overall Concept

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Looking for products that deliver genuine innovation in the use of ingredients and blends. The first company to be judged was **Afriplex** of South Africa with its Aloe Ferrox (Cape Aloe) product. Growing wild, aloe ferrox is an example of the international commercialisation of a traditional health giving plant. It can be used for reducing inflammation, wound healing and soothing skin allergies as well as being consumed for reducing cholesterol, stimulating the immune system, increasing circulation and balancing blood sugar levels. The jelly-like water extract substance is rich in pectic polysaccharides and contains vitamins, minerals and amino acids.

Also entered by **Afriplex** was Rooibos Red Bush Tea, extracted and spray dried into 100% instant rooibos powder. Proved health benefits of rooibos include: antioxidant properties; anti-ageing and anti-diabetic effects; anti-mutagenic and anti-carcinogenic effects; anti-allergic properties; anti-HIV activity and dermatological benefits.

Aquanova of Germany entered NovaSolQ Coenzyme Q10 (left). Taken as soft gel supplements until now, coenzyme Q10 has proven benefits in heart health, energy boosting and anti-ageing; and is even good against neurological diseases such as Parkinson's and Alzheimer's. With NovaSol Q, crystal clear CoQ10 beverages can now be made using Aquanova's patent protected solubilisation technology.

J O Sims supplies açai in a versatile pulp format so that beverage manufacturers can create innovative, healthy products with this exotic and potent berry. Açai (left) is the original 'superberry', a purple berry which grows in the Amazon rainforest on the acaizeiro tree, known to natives as 'the tree of life'. It was first exported from Brazil in 1999 and has since enjoyed increased interest from the international food and nutraceutical industry.

Tao drinks from **Carlsberg Importers** offer wellness and serenity with a low calorie, preservative free beverage with no artificial colourants and 100% fructose - a natural sugar sweetening. Bazza High energy tea from the **US Cooper Tea Company** is the first zero calorie high energy tea made with natural ingredients. It delivers as much energy as existing energy drinks at 70mg per serving. Bazza's effect relies solely on the naturally occurring xanthines found in green tea, yerba maté, guarana and cola nut. No synthetic caffeine is added and the drink contains 0 calories with 65mg of antioxidants in each bottle.

A tasty alternative to powder protein drinks for athletes and active consumers, Full Protein from Spain's **DDO** combines pasteurised egg albumin with whey and milk products. The sweetness is given by natural fruit syrup made from concentrated fruit juice and fructose for a low glycaemic index (GI). Fat,

cholesterol and lactose free, it is a source of essential amino acids for muscular regeneration, providing 23g of protein and 133kcal per 25cl pack.

Fabules from DSM, Netherlands is an emulsion based on natural palm and oat oil, which has proven nutritional benefits. Foods and drinks containing Fabules help consumers manage their calorie intake. Several manufacturers have now launched products incorporating Fabules. One example is Optimel Control from **Campina**, a tasty yogurt drink in 100ml shot format.

Provon Revive from **Glanbia Nutritionals**, Ireland, is a refreshing, citrus flavoured ready to mix product designed to optimise athletic performance. A unique balance of carbohydrate and protein combined with antioxidants and electrolytes enables Provon Revive to replenish essential nutrients lost during exercise.

PinnoThin from **Lipid Nutrition**, the Netherlands, is an appetite suppressant with international patents which stimulates the production of both CCK and GLP1 - objective parameters for satiety. Scientifically proven and available as an oil, PinnoThin has many applications. Being 100% vegetable in origin it is also suitable for vegetarians.

The only fully digestible and low glycemic index carbohydrate providing longer lasting energy, Palatinose from Palatinit of Germany is a disaccharide with a natural sweet taste derived from sucrose that can help avoid peaks and lows in blood sugar and blood insulin. The energy in the form of glucose provides a constant stream of energy for muscles and brain over a longer period of time and can also support weight management. Palatinose has been successfully introduced to a wide range of beverages.

Demonstrating that flavoured waters jump categories to compete with traditional non-alcoholic beverages, **Römerquelle, Coca-Cola Beverages** from Austria, entered Römerquelle Emotion a natural mineral water with added fruit juices and herbs. 2006 saw the addition of a new drink, Emotion Marula, featuring the olive green South African fruit. Known for its high vitamin C content it is said to have an aphrodisiac effect:

Schweppes SA of Spain entered its full range of four ready to drink black, red, white and green teas as outlined in the Best Adult Drink category. Available in PET for on the go and glass for horeca channels, colour coded labels allow the consumer to differentiate easily.

SVZ of The Netherlands entered frozen açai cubes which can be blended directly in the production tank without thawing. Handling açai has not been very easy for the drinks industry until now, but these cubes offer both quality and commercial advantages.

Tate & Lyle's multi-fruit drink Enrich is an ingredient system made with 50% juice that helps beverage manufacturers add high levels of fibre and minerals to fruit drinks, while maintaining a great taste thanks to the built in sweetening system. A great source of prebiotic fibre it is also designed to work well with probiotics - known in the industry as synbiotics - to aid healthy digestion and overall immunity.

Vita Verde GmbH entered its Fair Trade flavour range offering premium quality with a fair price. The company operates a fully organic and Fair Trade position, with all fruits collected direct from the farmers and juices manufactured under conditions guaranteed not to destroy the ingredients' structure or benefits.

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