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July/August 2021 - volume 33 issue 4



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By **Bogdan Angheluta**,
Editor in Chief



GREAT PERSPECTIVES FOR THE INDUSTRY

As foodservice activity returns to normal, albeit still with restrictions for some, the short-term perspectives for the industry are good: while retail sales are more moderate, they are still above pre-COVID-19 levels, and out-of-market consumption should bring an extra boost of confidence to manufacturers worldwide. Kantar figures for the 52 weeks ending June 13 revealed frozen food sales have continued to outperform total grocery growth in both value (+7.8%) and volume (+5.2%). The overall grocery market in the same period has been +6.9% value and +4.8% in volume. Frozen is also still outperforming fresh and chilled on value growth, at +7.8% vs +7.3%. Kantar figures were presented by the British Frozen Food Federation (BFFF), which also added that the market was nearly GBP1bn higher than the 52 weeks to June 2019, with an additional 241 tonnes of volume. And things aren't looking good just in the UK, but in most European countries. The only worrisome thing is the apparent resurgence of COVID-19 and its variants, but the eventual effects will be far from those reported in 2020. We should not have to deal with any lockdowns or severe restrictions, as vaccination rollouts have been successful in most parts of the world. Moving on from perspectives, trends should be addressed, as some seem to influence the industry in a disruptive way. Plant-based is the first that comes to mind, as it has gained more and more followers during these last 12 months. This comes, at least to a certain degree, from the desire of consumers to lead a healthier lifestyle – and in the food industry, this usually translates to being vegetarian or vegan. The outcome is that we see companies expanding, adapting, or even changing product line-up to fit the needs of consumers, whether in retail or foodservice. Plant-based meat or beverages represent only a small part of this phenomenon, although its year-on-year growth commands a lot of attention. It will be interesting to see what the medium-term future brings, now that the benefits of frozen food seem to have reached the general audience. Feel free to share your thoughts at bogdan.angheluta@trade.media. ■



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UK

NEW TECHNICAL CENTRE OF EXCELLENCE

BW Flexible Systems, a Barry-Wehmiller Packaging Systems company, will be opening a new Technical Centre of Excellence in Nottingham as part of its expansion plans to better serve customers across Europe, the Middle East and Africa (EMEA). The new center, along with existing engineering and manufacturing centers in Italy and the Netherlands, will expand the company's product testing capabilities. The new facility also will complement BW Flexible Systems' existing network of customer sales and service hubs in Italy, Russia, Dubai, and South Africa.

ASIA-PACIFIC

NEWCOLD INVESTS TO EXPAND FACILITY IN AUSTRALIA

Netherlands-based cold chain logistics company NewCold announced that it has signed Simplot Australia as new customers and is investing a further USD160m in its Victorian facility, bringing its total investment to USD460m. NewCold will more than double the size of its Melbourne 2 facility, according to a press release. At 43 meters high, the site will expand from 115,000 pallet positions to 225,000, an increase of 110,000 pallets. The extension will include 30,000 for ambient/chilled and 85,000 pallet positions for frozen goods.

UK

FROZEN SALES STILL STRONG AS HOSPITALITY RE-OPENS

Kantar figures for the 52-week period ending 13 June reveal frozen food sales have continued to outperform total grocery growth in both value (+7.8%) and volume (+5.2%), according to a British Frozen Food Federation (BFFF) statement. Frozen is also still outperforming fresh and chilled on value growth, at +7.8% vs +7.3%. The surge in sales continues a trend first reported by the British Frozen Food Federation (BFFF) a year ago, when it emerged British shoppers spent an extra GBP131m on frozen in four weeks, ahead of the first lockdown. Although the value growth of the frozen market is slowing down as consumers return to more normal shopping patterns, Richard Harrow, chief executive of the BFFF believes frozen will remain on an upward trajectory. "Frozen food has, in the last 12 months, become the fastest growing sector in retail, after alcohol. Of course, much of this growth has been the result of the pandemic, which after the shutters came down on out-of-home, saw the return of the big weekly shop, from which frozen directly benefited. However, the market remains nearly GBP1bn higher than the 52 weeks to June 2019, with an additional 241 tonnes of volume. Further insights



from the latest Kantar figures also suggest that frozen will continue to be a winner. All nine of the categories are showing growth in both value and volume, with three categories – ice cream, fish and savoury – showing double digit growth," Harrow commented. And while Millennials have been linked with the resurgence of frozen food, the sector has a growing number of Gen Z fans as, according to a report from Packaged Foods, under 25s are 23% more likely to eat frozen dinners. "As well as convenience being of utmost importance, Gen Z consumers place a higher value on flavour and quality of ingredients, as opposed to seeking out brands. Having grown up with smartphones they are connected and informed. This is a generation looking to make responsible choices about people and the planet," Richard Harrow added.

GLOBAL

CONAGRA BRANDS REPORTS STRONG FULL-YEAR RESULTS

Conagra Brands reported results for the fourth quarter and full fiscal year 2021,

which ended on May 30, 2021, and the numbers show steady growth in both sales and profit. Net sales increased 1.2% to USD11.2bn, while organic net sales increased 5.1%, benefitting from strong growth in each of Conagra's three retail reporting segments. On a

two-year compounded annualized basis, fiscal 2021 net sales increased 8.3% and organic net sales increased 5.4%. For the full fiscal year, gross profit increased 3.6% to USD3.2bn. Gross margin increased to 28.4%, and adjusted gross margin increased to 28.6%. The benefits from the organic net sales increase, supply chain realized productivity, favorable margin mix, cost synergies associated with the Pinnacle Foods acquisition, and favorable fixed cost leverage more than offset the impacts from cost of goods sold inflation and increased COVID-19-related expenses.

GLOBAL

THIN CRUST PIZZA TO ACCOUNT FOR 63% OF FROZEN PIZZA SALES

Frozen pizzas are simple to prepare and time efficient, and their convenience is driving sales among urban consumers with hectic lifestyles. Market Analysis presents optimistic growth outlook, projecting frozen pizza sales to surge at 6% CAGR between 2021 and 2031, according to a report by Future Market Insights. The US is a leader in the frozen pizza market, accounting for 80.9% of the North America market in 2021, supported by favourable consumer purchase patterns. Italy holds the lead in Europe with a share of nearly 16%.



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US

NESTLÉ TO INVEST IN FROZEN FOOD FACILITY EXPANSION

Nestlé USA has recently unveiled plans to invest USD100m in the expansion of its Cherokee County facility operations. Nestlé currently employs about 900 people at this unit, and the investment is expected to create 160 additional jobs. "The frozen food category has been growing for the last few years, and the pandemic has only increased that trend," Nestlé USA Gaffney factory manager Nicole Caldwell said. The proposed plans to the Cherokee County facility include a new production line as well as an expansion to the factory's existing production line.

UK

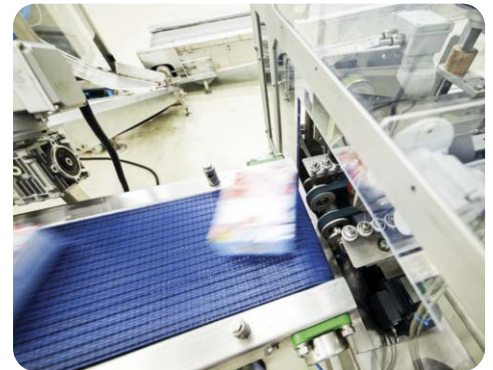
ICELAND LAUNCHES 'FRIDGEABLE' LABEL

Frozen food retailer Iceland has introduced the 'Fridgeable' label, which signals products that can be stored for a certain amount of time in the fridge. The aim is to allow those not owning a freezer to enjoy the benefits of frozen food and meals. Fridgeable labeling helps to educate consumers on which frozen foods can be put straight into the fridge and how long those foods can be kept in the fridge after defrosting. It also helps families living without a freezer to save money by accessing frozen food, which is often cheaper than the fresh equivalent.

GLOBAL

FROZEN FOOD PACKAGING MARKET TO REACH USD60.5BN

The global frozen food packaging market size is expected to reach USD60.5bn in 2028 and register a CAGR of 5.5% during the forecast period, according to a latest report by Reports and Data. Rapid global frozen food packaging market revenue growth can be attributed to increasing international trade of frozen food products, improved transportation facilities and logistics, and increasing consumption of frozen food products in emerging markets of South America and Asia Pacific. Emergence of innovative refrigerator displays in supermarkets, advances in freezing technologies, and presence of better and faster supply chain is contributing to increasing sales of frozen food and packaging solutions which are required to prevent food spoilage. Technological advancements in cold chain and developments in the retail landscape are boosting market revenue growth. Technological advancements have helped flexible packaging manufacturing companies in the development of more improved packaging designs and supply of new film types, the report states. The rapid expansion of online food delivery services in developing countries is supporting growth of the frozen food packaging market. Convenience offered by online



grocery shopping channels is a key factor boosting sales of frozen meat, vegetables, and ready meals. Shift in preference towards sustainable packaging is boosting demand for more eco-friendly alternatives in packaging materials for frozen food, which include molded pulp, paper, and bioplastics. Increasing international trade of frozen food products owing to rising consumption of frozen food and improved transportation facilities is expected to continue to support demand for effective frozen food packaging materials. Factors such as technological advancements in cold chain and developments in the retail landscape are boosting demand for frozen food, which in turn is driving market growth. Rising awareness among consumers regarding food waste is another factor resulting in shifting preference towards frozen foods.

ITALY

SIGEP 2022 TO BE HELD NEXT JANUARY



The 43rd edition of Italian Exhibition Group's Show dedicated to the out-of-home dessert and coffee market will return to its physical form at Rimini Expo Centre from January 22 to 26, 2022. Sigep will be back as the Italian dessert and coffee ambassador in the large and welcoming facilities

at the Rimini Expo Centre in Italy. Artisan gelato and pastry, chocolate, coffee and bakery, icons of the Italian way of life in food, will be physically meeting again in IEG – Italian Exhibition Group's Rimini halls. Furthermore, Sigep 2022 will be presenting sector trends with an international approach: new consumer needs, innovations, technologies and market strategies in different parts of the world will be the focus of animated talks in the Vision Plaza, in collaboration with international research companies, associations and media partners.

GLOBAL

INCREASING DEMAND FOR PLANT-BASED ICE CREAM

The global plant-based ice creams market is expected to reach a valuation of USD1.49bn in 2021. It also is forecast to exhibit a CAGR of 9.3% during the assessment period between 2021 and 2031, according to a study by Future Market Insights. The market is expected to register a year-on-year growth of 11.1% in 2021, despite the pandemic. Shift in consumer preference in favor of conscious and healthy lifestyle habits is impacting numerous industries as consumers are trying to choose better alternatives to conventional products.

GLOBAL

IQF VEGETABLES SALES TO GROW



The global IQF vegetables market is expected to reach a valuation of USD1,560.1m in 2021. It also is forecast to exhibit a CAGR of 4.5% during the forecast period of 2021 to 2031, as per a study by FMI. According to the research company, growth prospects for the market remain positive owing to the improvements in global food supply chain infrastructure. The global IQF vegetables market rose at 2.8% during its historical period of 2016 to 2020. IQF potato products are expected to emerge as top selling product category and account for 20% of the global market in 2021. Advancement of technology to preserve food has encouraged key players to expand their product portfolio. As demand for convenient food is on the rise, sales prospects for IQF vegetables will improve. Consumers are increasingly demanding simple, hygienic vegetable products that can aid in reducing

conventional hassles of slicing and cleaning fresh vegetables. As increasing number of people are focusing on better food quality, key players in the IQF market have lucrative opportunities to capitalize on. Demand for IQF vegetables is increasing as consumers are seeking food with superior nutritional value, flavor, and quality. However, the market is expected to face restraints owing to lack of strong distribution network and supply chain. North America is expected to lead the global IQF vegetables market due to immaculacy of vegetable supply chains in Canada and the U.S. The market in this region is expected to further expand owing to the availability of farm-fresh vegetables across numerous retail outlets in Canada and the US. Innovations in the freezing technologies such as introduction of IQF freezing and cold store freezing are gaining momentum," says a FMI analyst.

GLOBAL

SPECIALTY FOOD SALES HIT A HIGH OF USD170.4BN

The specialty food market reached total sales of USD170.4bn in 2020, a 13% increase since 2018, according to the Specialty Food Association's (SFA) annual State of the Specialty Food Industry Report. All food sales, both specialty and non, grew much faster between 2018 and 2020, a reflection of the COVID-19 pandemic's effect on buying, at-home meal preparation, and consumption. Specialty food sales, specifically, grew 24% at retail from 2018-2020, and 19.4 percent in 2020 alone. Categories related to cooking or baking at home soared, benefitting products like baking mixes, pasta and sauces, frozen entrees, and meat, poultry, seafood (frozen, refrigerated), the report shows. "The ripple across all channels of the specialty food industry has been tremendous," Bill Lynch, president of the SFA said."



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CREATING A WORLDWIDE APPEAL

As technology and globalization had already brought the world closer before the events of last year, it was to be expected that interest towards ethnic foods would grow. It should also be noted that the existing offer is ever-expanding, and companies do their best to adapt ethnic foods to consumers worldwide.

Frozen ethnic foods manufacturers have managed to successfully balance the deep roots of taste and the trends that make them appealing. Even more, people have started searching for new and innovative cuisines, and this has only contributed to higher sales.

THE MANUFACTURING PROCESS IS KEY

"First of all, the essence of our process is the way we make the pizza dough - and the only one we accept to employ is the traditional Italian method of the <Bravo Pizzaiolo>," explains Mauro Parretti, managing director of **SVILA**. The secret for a perfectly made pizza, he says, lays in its dough and its leavening. "Having established this concept, all our pizza bases, in all their dimensions can <host> all kind of toppings and ingredients that combine typical Italian ingredients such as 100% wheat from Italian flours and 100% Italian tomatoes and mozzarella." Adapting the Italian taste to the international audience is the main aim of SVILA's Sales and R&D departments. "We want our pizzas to be eaten worldwide by people who have different beliefs, costumes, and traditions, this is why, for example, we also produce halal and kosher pizzas studying together with the customer the right combination of ingredients that can satisfy their market." The main selling point of SVILA's Pinsa Romana is the fusion of the ancient Roman recipe made with particular flours like spelt and rice together with traditional recipes of Rome and surrounding areas like Gricia and Amatriciana, Parretti adds. The concept of SVILA's Pinsa Romana is to deliver the audience a pizza bread concept, very much hydrated, soft inside, and crispy outside. As far as the "eat healthy" concept goes, this has always been part of SVILA's philosophy, according to Managing Director Mauro Parretti. "Both



Photo: Svila

We want our pizzas to be eaten worldwide by people who have different beliefs, costumes, and traditions.
Mauro Parretti, managing director of SVILA

for some of our branded and private label products, since many years we have been developing recipes with reduced salt content, lactose-free cheese, use of wholemeal wheat, organic ingredients, etc. We have developed Pizza and Pala&Salute ranges dedicated to functional food. Of course, the larger slice of the market is taken by conventional pizzas, but there is always a growing trend for healthy food."

INSPIRATION FROM THE MEDITERRANEAN

One of the major Greek players on the ethnic foods market is **KANAKI**, which has a product range that offers a variety of frozen, ethnic, ready-to-bake appetizers and pies. "For our products, we get inspired by Greek and Mediterranean Cuisine using authentic recipes and local ingredients", Chronis Kalogridis, Marketing & Exports director of KANAKI says. The recipes selected are then fine-tuned to meet modern consumer's health dietary guidelines, like

lower salt and fat, he continues. "KANAKI Filo Rolls appetizers and Filo Pies, on top of being delicious, are typical examples of a balanced Mediterranean Diet, which is recognized by the World Health Organization as a healthy and sustainable dietary pattern. The fillings of these pies and appetizers contain an abundance of vegetables and herbs combined with pulses and cheese from Greece like Feta and Mizithra cheese." They are made with Filo Pastry, which unlike puff pastry or shortcrust pastry, does not contain any margarine or butter and therefore has a better nutritional profile because of it. For the preparation of these dishes, Filo Pastry is brushed with olive oil, a major ingredient of the Mediterranean Diet. "Staying healthy was

Eating more healthy is going to be a trend that consumers will follow in the future even more and we are happy that we have so many choices to propose.
Chronis Kalogridis, Marketing & Exports director of KANAKI



Photo: Kanaki

Photo: Evoiki Zimi



<Eat healthy> was always the philosophy that Evoiki Zimi followed ever since 1984. For that reason, this trend had no impact on our product line-up, it just helped enforce our mission to continue manufacturing healthy products.
Konstantakis Charalampos, CEO of Evoiki Zimi

in everyone's mind over the last year and people trapped at home had the time and the mindset to examine their choices of the food that they were eating," Kalogridis argues. "Eating more healthy is going to be a trend that consumers will follow in the future even more and we are happy that we have so many choices to propose to the consumers for healthy ethnic food, that is delicious, nutritious, and healthy at the same time. Our existing line of «Memories from Greece» Filo Pies and Spiral Pies, as well as our recently introduced line of «Filo Rolls» appetizers offer a variety of flavors, ease of preparation, and restaurant-quality dishes, that are in line with the «eat healthy» concept, since they are without trans-fat, with low saturated fat and salt and a generally balanced nutritional profile with high fibers and low sugars." KANAKI Filo Rolls were introduced this year. They are Crunchy rolls made from country style filo pastry brushed with Olive Oil and customers can find them with 5 different fillings: Spinach and Feta Cheese, Eggplant and Feta Cheese, Red roasted peppers, sundried tomatoes, and Feta Cheese, Leek, and Feta Cheese, and Hummus and Mediterranean Vegetables (Vegan).

KANAKI Filo Rolls go straight from the freezer to the oven and they are ready in 20 minutes.

FOLLOWING THE 'EAT HEALTHY' PHILOSOPHY

How does **Evoiki Zimi S.A.**, another important player on this market, adapt ethnic Greek food recipes to the international audience? "Evoiki Zimi follows different strategic plans to enter a foreign market following the needs of each market separately. Despite this, recognizing the value of the Mediterranean diet is critical to exporting Greek high-quality products, and for that reason, the company adapts its ethnic Greek pastries to the international audience through ethnic wholesalers worldwide," according to Konstantakis Charalampos, CEO of

Evoiki Zimi. How much an impact has the "eat healthy" trend had on the company's product line-up? Will consumers' health-conscious approach become a defining element in the frozen bakery&pastry segment? "<Eat healthy> was always the philosophy that Evoiki Zimi followed ever since 1984. For that reason, this trend had no impact on our product line-up, it just helped enforce our mission to continue manufacturing healthy products. Consumers' health-conscious approach is for sure a defining element in the frozen bakery&pastry segment, as they recognize the importance of maintaining a product frozen is a way of using fewer preservatives for its production," Charalampos concludes. Evoiki Zimi's new product line, which was launched the beginning of summer 2021, includes ice creams with traditional Greek pastry sweets. Among the new offering are Orange Pie with Mastiha Ice Cream (500g), Kataifi Pie with Mastiha Ice Cream (500g), Milk pie with vanilla Ice Cream (500g), Chocolate pie with vanilla Ice Cream (500g), and Walnut pie with Mastiha Ice Cream (500g).

MORE THAN JUST GASTRONOMY

The new trend of healthy eating has been a positive factor in the spread of Mexican cuisine, since it is essentially a cuisine based on corn, beans, tomatoes, squash, cactus (nopai), and many other vegetables, legumes, and tubers, according to Richard Wolham, CEO of **Mex-AI**, one of the main producers of Mexican food in Europe. "It also includes a wide variety of fruits. The strong flavors of the different chilies and exotic vegetable ingredients such as cacao, avocado, and agave make it very



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Photo: Mex-AI



attractive to gastronomes looking for a diet that is not only healthy but also varied and tasty. In addition, at Mex-AI we take special care to ensure that our products are GMO-free and contain no flavor enhancers," Wolham adds. Among the company's most recent products are Salsa Puya (The Puya chili is a versatile chili with a spicy and fruity flavor. This Sauce can be used for dipping or cooking) and blue, red, and green corn Tortillas ("Taquerias", which are 4-inch corn tortillas ideal for colorful soft tacos). "In Mex-AI we try to introduce and produce typically Mexican food products that are adaptable to the German and European clientele. We believe that the products offered have to be following the different aspects that make up a country, such as its culture and gastronomic traditions, taking great care not to change the original identity of the product in question," Richard Wolham says. The company's goal is to enable its customers to use Mex-AI's products not only to prepare typical Mexican food but also to adapt them to the classic dishes of their own country. Although the addition of external ingredients to the dishes they know best is of little concern to some people, others are terrified at the mere thought of it. "It may be that the original recipe or an original product is quite good, but due to the conditions or local customs of the country where it is being positioned, it is not accepted as such. For this reason, we constantly share on our Onlineshop, Facebook, and Instagram Mexican recipes that are slightly modified to be more suited to the tastes of the European palate, taking care

of course not to lose its original essence, so that people dare to try it and thus learn more about the gastronomic culture of Mexico. Naturally, there will be those who argue that making small modifications to the original recipes corrupts the culture of a country, however, they forget that the adaptation of food is the origin of many traditional dishes, besides being a logical process and as old as human nutrition." In conclusion,

“ Ioniki analyzed the trend for over one year, and as a result created the first Greek plant-based range that includes the special Filosofy Plant-based Greek Pie. Yiannis Portokalidis, marketing manager of Ioniki

“ We believe that the products offered have to be following the different aspects that make up a country, such as its culture and gastronomic traditions, taking great care not to change the original identity of the product in question. Richard Wolham, CEO of Mex-AI

it could be said that nowadays, dishes that mix the tradition and culture of other countries do not diminish the gastronomic culture of a country, but add a new richness to it, Wolham concludes.

PLANT-BASED IS A TRENDSETTER

Simplicity and authenticity are the main factors for effective adoption, according to Yiannis Portokalidis, marketing manager of **Ioniki**. The company's Research & Development department is looking for the most popular and traditional Greek recipes, trying to adapt them without having to remove anything. "That is our 31-year-old secret for success. Ioniki is the leader of innovation because it follows market trends. One of them is the healthy trend. Ioniki analyzed the trend for over one year, and as a result created the first Greek plant-based range that includes the special Filosofy Plant-based Greek Pie, an exclusive co-branding product with Beyond Meat," Portokalidis adds. The Filosofy plant-based range is made up of Filosofy Plant-based Greek Pie with Beyond meat,



Photo: Ioniki

Filosofy Mini Greek plant-based puffs, Filosofy Mini Greek plant-based Sausage rolls, and Filosofy Pizza Pepperoni Plant-Based. "Beyond Meat is the leader of plant-based in the world! It was an honor for us to have a co-branded product. The Plant-based Greek Pie has launched only 4 months before, and the sales have skyrocketed. More and more supermarkets from all over the world are looking for new plant-based products and Filosofy Plant-based Greek Pie with Beyond meat is one of their options. The plant-based market is the future and Ioniki's co-branding pie has a great opportunity," Portokalidis concludes.

NO NEED FOR INTRODUCTION

Rosa Maria Oliveira Carvalho, founder and CEO of **Rissolaria Tradicional** believes that Portuguese food doesn't need any introduction to international audiences. "After all, the promotion around the waves of Nazare, Porto as the European capital of Tourism during several years, the sun and beaches from Algarve and the vibe around our capital Lisbon have all made Portugal been one of the most visited countries in Europe. With tourism comes the food, which in our case is fresh, tasteful, and made with the heart. We have great bread, wine, olive oil, cheese, sausages, and a wide diversity of fresh fish, seafood, meat, vegetables, and fruits. Not to mention Codfish, Pastel de Nata, and all the enormous collection of sweets and liquors that converts our country to a Foods Heaven," she adds. "We are a small country but with a great diversity of flavors from north to south, from the coast to the interior part." Rissolaria Tradicional is pure Portuguese traditional food, Oliveira Carvalho says. The company keeps all its processes simple because it follows its cuisine heritage - real food, real preparation with a lot of fresh ingredients, lots of aromatic plants, real olive oil, and keeping away from artificial dyes and preservatives. "Ingredients such as seafood and codfish have a big importance in our traditional collection, as well as a lot of local certificated products like Alheira (special Portuguese sausage), Queijo da Serra (local cheese), Maronesa Meet, Leitão (piglet) among others. The quality of our products speaks for itself and it's pretty easy for anyone to fall in love with them," she concludes.



Photo: Rissolaria Tradicional

A GLOBAL APPEAL

Overall, the global ethnic foods market is projected to witness a CAGR of 11.80% during the forecast period (2021 - 2026), according to a report by research company Mordor Intelligence. With the growing immigration rates, due to employment opportunities, higher education, and tourism, the demand for ethnic food has been increasing. Moreover, over the medium term, with the increasing consumption of nutritious food and rising capital investment in producing healthy, ethnic-based food, the market studied is expected to gain traction over the forecast period. The ethnic food manufacturers are focusing on the convenience factor, quality of food, cuisine variants, and packaging formats of the products. After the closure of restaurants, hotels, and other foodservice facilities during the advent of the COVID-19 pandemic, the consumers moderately increased the intake of ready-to-eat a variety of food products, which comes in various ethnicities such as Italian, Indian, Chinese and others, which are popularly demanded across the world, therefore the demand for ethnic foods propelled during the year 2020. The global ethnic foods market is competitive, with the presence of various small and medium-sized companies. Owing to the diversified product portfolio, which includes popular cuisines, such as Chinese, Italian, Indian, English, French, Mexican, Caribbean, and African, the leading companies are marketing various cuisines to the consumers. The top players have also succeeded in providing the availability of their products



With tourism comes the food, which in our case is fresh, tasteful, and made with the heart.

Rosa Maria Oliveira Carvalho, founder and CEO of Rissolaria Tradicional

across multiple channels of distribution, in particular supermarkets and hypermarkets, which also happen to hold one of the largest segments in terms of distribution channels of the ethnic food market.

THE US, STILL A MAJOR MARKET

Consumers' interest in Asian cuisines, such as Thai, Korean, Vietnamese, and Japanese, is increasing globally, and they are seeking bold and spicy flavors. As per the data published in the Pew Research Center report in 2017, there were 20 million Asian-Americans in the United States, an increase of 72% since 2000, making the Asian population the fastest-growing population group in the country. With an increasing number of Asian-American grocery store chains, Americans are consuming more Asian food than ever. Therefore, supermarkets that sell Asian ethnic cuisine are also increasing their foothold in the market studied. For instance, in 2017, iFresh, a Chinese supermarket chain in the United States, introduced its tenth national location and first Texas location in Houston, thus meeting the demand for ethnic food products among the fast-growing Asian population and the established Vietnamese community. ■



“THE EXPORTS WILL CONTINUE AT A HIGHER GROWTH RATE”

As export director of ARABATZIS S.A “Hellenic dough”, Sakis Ignatidis heads the exports of one of the biggest factories in dough business and shared his views with me, on several aspects, from pastry trends to the company’s expansion strategy.

As one of the major producers of frozen pastries in Europe, please discuss how the market is evolving on this particular segment, including details about consumer preferences.

Our company Arabatzis SA “Hellenic Dough” is reaching consumers globally with our products, through our business partners. It is within our Marketing and New Product Development Strategy to continually track consumer preferences and trends. What we observe is an ever-increasing global demand for frozen dough products, fueled by urbanization, more women entering the work force and the new generation’s trends for easy access, easy to prepare high-quality food, at the lowest possible price. We are one of the leading companies of frozen dough products. Our consumer proposition is unique, as we produce high-quality goods, with Greek - Mediterranean recipes.

Products like filo dough, bougatsa with cream, traditional country pies with spinach and Feta cheese (P.D.O.), puff pastries and many more. All our products are made in Greece, in our modern and highly advanced factories, using the best ingredients. Our strategy is to be partner with the retailers and create products and ranges for them. With our category expertise, we focus on category growth initiatives. The pillars of these strategies are:

- the launch of new products and tastes,
- to maximize the visibility of our category though the implementation of the Bake-off corners
- the implementation of promotional weeks, with focus on our categories.

The strategy is working, as we experience a steady and accelerating growth in our categories and respectively growth of our share.

Our route-to market strategy highlights that both mass food retail stores and foodservice outlets are key to reaching our consumers.



Taking into account the two major channels of distribution – retails and foodservice – which of these are most prevalent to your business and why?

Our strategy is very simple: to place our products where the consumer shops. So, our route-to-market strategy highlights that both mass food retail stores and foodservice outlets are key to reaching our consumers. In the early days, our strategy was focused only on foodservice. We believe in the value of this channel as we can actively seek feedback on the quality of our products, from all the bakers and chefs we reach. But as our products started to become known for their fantastic taste and value for money proposition, we were approached by global mass food retailers and we decided to also focus on this channel. We believe that both channels work complementary to our route to market strategy. Finally, our flexibility ensures that we can adapt our production when required, serve and satisfy consumers worldwide.

Your exports now represent around 35% of the turnover. How do you see the company evolving in the coming future, in terms of exports and also new product development?

I remember that six years ago, our company's sales were EUR58.1m, with export sales representing 18% of the total turnover. In 2020, our company continued its accelerated global growth, reaching sales of EUR 83.6m. Exports of the company are more than 35% of the total turnover. Global expansion is and will be the key pillar of growth for our company, and my role is to travel all over the world, establishing cooperation and becoming the ambassador of our great company and our delicious products. We believe in the high quality of our products, their unique recipes and the adeptness to local tastes, as we expand globally, a move which will fuel our export sales year-on-year.

Speaking of products, you have a portfolio of over 700 different frozen pastry options - which are currently the best-sellers and how do you explain their success?

Indeed, we have an expanded portfolio of products, but there are all produced with care and attention. Some of the most successful are the twirled pies with feta cheese, the spinach rolls and the big traditional pies. Our products are for sharing on a table full of quality foods among our family and our friends. It is at these valuable, social moments, that we want our products to be served and excite all our senses. For the Greek people and the millions of tourists who visit Greece every year they are a reminder of happy times, family gatherings and unforgettable tastes. As we expand globally, we aim to increase our penetration in new consumer segments and to partner with local retailers, so that we provide them high-quality, which suits their taste for frozen dough products.

Please discuss the investments you are currently making and have planned for the future, regarding the expansion of production capacity and the upcoming opening of the new production plant.

In order to fulfil the increased demand, the company built a new factory, which will double our production



For 2022, we plan to start new cooperation all over the world and we plan to help the existing collaborations to grow even more. We focus and we expect to see the biggest growth opportunities from markets like The United States, Canada and Australia.

capacity. In the end of 2021, our company will start to operate the fourth production plant, which we intend to use as a platform for further international growth. There are already projects in line, that will start in the new plant.

Besides the European continent, which other global markets do you consider to be attractive for your business and what is your strategy of expansion in the future?

The company's strategy and vision will continue its current long-term growth all over the world, by creating new innovative products and establishing new collaborations worldwide. We already serve more than 42 countries. For 2022, we plan to start new cooperation all over the world and we plan to help the existing collaborations to grow even more. We focus and we expect to see the biggest growth opportunities from markets like The United States, Canada and Australia. ■



OPPORTUNITIES ABOUT

Consumer demand for restaurant-style dishes in the home during the pandemic has aided the market for battered and breaded foods.

The main types of coatings used within the frozen and chilled foods markets are batters and breadings. These are typically used to improve the sensory appeal of foods by enhancing taste, appearance and texture, while they also help to retain the moisture of foods during the deep-frying process. Additionally, both batters and breadings can protect meat and seafood during the freezing and frying processes, assisting in holding in moisture which results in a juicier finished product.

COATINGS – TECHNOLOGIES & TRENDS

Batters are usually made by combining flour (usually wheat flour, although cornstarch is sometimes used instead) with a liquid and a binding ingredient, such as eggs or baking powder. This creates a thick substance into which foods can be dipped before frying. Other ingredients are often added to batters as leavening agents to aerate the finished product and therefore improve fluffiness.

Breadings, in contrast, are drier coatings consisting of multiple layers. A single

layer of flour is applied to the food, thereby ensuring its surface is dry and rough, after which the second layer is applied – this is usually beaten eggs. The last layer (e.g. breadcrumbs) gives the coated food its resulting texture. The growing consumer demand for alternative tastes and textures has led manufacturers to experiment with a wider range of additional ingredients in coatings, examples of which have included nuts, seeds, crackers and various grains.

These changing consumer demands have broadened the range of coatings

used for foods such as fish and poultry. Some of the more specific coatings currently enjoying popularity with European consumers include the following examples:

- **Tempura batter** – this was originally a Portuguese style of cooking, although it has largely been popularised by Asian cuisine such as Japanese and Korean. Flour is combined with very cold water to produce a lumpy batter with plenty of air bubbles – this gives the batter a crisp texture when fried. Foods are dipped into the batter to create a light, thin coating that fries rapidly. Although most often used with vegetables (e.g. shiitake mushrooms, onions and peppers), shrimps and chicken, its rising popularity has led to more experimentation with other foods such as fruits.
- **Beer batter** – this is made by mixing seasoned flour and egg with beer, typically a lighter style such as lager. The beer promotes browning, while its bubbles help to keep the batter relatively light. For added crispiness, beer-battered items can be re-dredged in flour. Beer batter is

most often used for coatings foods such as fish, halloumi and onion rings.

- **Panko breadcrumbs** – this represents a lighter and flakier form of coating, where the food is dredged in flour, followed by beaten eggs and then coated in panko breadcrumbs. Their extensive surface area gives the coating a very crispy nature, while panko is ideal for fried foods since it absorbs less oil and grease. Since panko breadcrumbs have little or no flavour, their main appeal lies in their texture. In addition to coatings, panko breadcrumbs are also used as a crumb topping for baked pasta recipes and casseroles, as well as a binding agent for burgers and meatballs. Typical applications from Japanese cuisine include tonkatsu (a fried pork cutlet) and kaki fry (fried oysters).

To the above can be added gluten-free breadcrumbs, demand for which has increased as more people eschew gluten from their diets. This has led to greater experimentation with breadcrumbs made from wheat alternatives – some of the products now on the market are based on

almond, tapioca, potato or rice flour or flours made from pulses (e.g. lentils), while the Clearspring range includes Brown Rice Breadcrumbs, which use brown rice flour instead of wheat.

These are also marketed as suitable for people seeking vegan or organic foods, since many consumers following gluten-free diets are attracted to other health claims.

MARKET TRENDS

Within the last year, the coated foods market has been severely impacted by COVID-19 and the lockdown measures introduced across much of Europe to combat the spread of the virus. The closure of parts of the foodservice industry for periods during 2020 and 2021 led to a dramatic drop in demand for many of the coated foods typically sold via outlets such as pubs and restaurants, with scampi and chicken nuggets two notable examples. Also affected was the fish and chip shops industry in the UK, which comprises around 10,500 outlets and has an annual turnover worth around GBP1.2bn. However, the industry remains reasonably optimistic for the

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future, because – unlike pizzas or takeaways from Indian or Chinese restaurants – meals such as fish and chips are amongst the most difficult to replicate at home and therefore significant pent-up demand existed once the country came out of lockdown. At the retail level, coated foods appeared to be one of the main beneficiaries of lockdown measures and the corresponding increase in the number of meals eaten at home. One sector which has performed well in the UK market is scampi, with Whitby Seafoods having reported a surge in demand for frozen products through many of the major supermarket groups. The increased demand for scampi led the company to launch a new family-sized bag as it has become a more popular option for mealtimes. However, the company has sounded a note of caution, since its supplies have been affected by disruptions caused by Brexit, specifically the border arrangements between Britain and Northern Ireland. Although its langoustine tails are caught in UK waters, these are then taken to a facility in Killeel in Northern Ireland for peeling, prior to being shipped to

Whitby.

This has prompted calls for a trusted trader scheme to ease the movement between Northern Ireland and the rest of the UK. Regarding Brexit, concerns have also arisen about looming labour shortages within the UK food industry, in the absence of foreign workers. Another leading supplier of scampi in the UK is Young's Seafood, which is based at Grimsby. The company was previously part of Eight Fifty Food Group, which was sold in March 2021 to the Canadian-based Sofina Foods by its previous owners CapVest Partners. The deal created a new entity with annual sales worth in the region of GBP4.3bn. In the UK, the Young's brand is now worth more than GBP200m at the retail level, with sales of its frozen scampi amounting to GBP37m in the year ending February 2021.

To celebrate the 75th anniversary of the company bringing scampi to the UK market, the company has recently extended its offerings within this sector. In June 2021, its Chip Shop brand was extended with Scampi, which is coated in the brand's signature bubbly batter. A few months earlier, Young's also introduced new fish fingers and strips, which were intended to 'mix up mealtimes' and addressed the growing consumer demand for greater variety in terms of in-home eating. The fish fillet strips were launched in Southern Fried, Salt & Vinegar Battered and Crispy Battered varieties, and can be enjoyed on their own, with side dishes or as part of a sandwich or wrap.



The closure of parts of the foodservice industry for periods during 2020 and 2021 led to a dramatic drop in demand for many of the coated foods typically sold via outlets such as pubs and restaurants, with scampi and chicken nuggets two notable examples.

consumer demand, McDonalds brought back its Spicy Chicken McNuggets in the US during the early part of 2021, following their initial debut the previous autumn. These are breaded with a tempura coating made with cayenne and chilli peppers and are served with Might Hot Sauce,

Elsewhere, coated poultry products such as chicken nuggets and burgers were another beneficiary of the pandemic, as consumers sought out comfort foods or those carrying a nostalgic link with past times. In many western economies, fried chicken was one of the most popular options for food delivery firms such as Deliveroo, mainly because it cannot be replicated easily via home cooking. In response to this trend, Cargill has begun to develop batters and breadings for meat and poultry enabling consumers to imitate foodservice offerings within the home. Hot and spicy flavours remain in vogue within the market for coated poultry products. In response to

which features a blend of crushed red pepper and cayenne. In a similar vein, McDonalds launched new Katsu Curry Chicken Nuggets in the UK market late in 2020. These are coated in crispy panko breadcrumbs with a katsu curry flavouring, served with a sweet curry dip. In the retail sector, Nomad Foods continues to extend its Chicken Shop range, largely in response to the continued demand for takeaway-style chicken products during lockdown periods. The latest additions to the range were Battered Chicken Nuggets and Hot & Fiery Breast Chunks, both of which are made with 100% chicken breast. Meanwhile, the Birds Eye Inspirations range has recently been extended with chicken breast fillets in Southern Fried and Light & Crunchy varieties. Elsewhere in Western Europe, Nomad has also made additions to its Iglo range of coated poultry products





with new varieties incorporating novel coatings. In Germany, for example, recent product launches have included frozen fish fillets with coatings based on pretzels, rye and multigrain. According to the company, this results in added crispiness and a novel taste profile. In the nearby Dutch market, the Iglo range includes fish fillets with coatings incorporating ancient grains and sourdough, as well as Hot & Spicy Fish Burgers.

THE CONTINUED GROWTH OF VEGAN FOODS

The continued growth in demand for products targeted at vegetarians, vegans and those looking to reduce their meat intake (e.g. so-called 'flexitarians') is expected to shape new product activity within the coated foods market for the foreseeable future. There are now believed to be over half a million vegans in the UK, for example, up from around 150,000 people ten years ago. By 2025, it is forecast in some quarters that approximately one in four British consumers will classify themselves as either vegetarian or vegan. According to separate data from the German-based supermarket chain Vegan2, the number of vegans in Europe has doubled from 1.3 million in 2016 to 2.6 million four years later. The survey (which canvassed the opinions of more than 2,600 people) found that the trend towards veganism

was strongest in Germany, where almost 8% of the total population now identifies as either vegetarian or vegan. The study also found that 30% of respondents claimed to be eating less meat, while 46% of vegans expressed a desire for more vegan-friendly versions of products such as burgers and other forms of coated foods.

One of the European leaders in the frozen sector is Nomad Foods, whose Green Cuisine brand was launched in the UK during 2019. This followed the successful launch of the company's Plant Protein brand in the Scandinavian countries the previous year. Green Cuisine is a range of frozen meat-free products, which competes in the UK

and other Western European countries such as Germany. Recent additions to the UK range have included Veggie Fingers, a vegan version of fish fingers, as well as chicken burgers.

Some of the world's leading foodservice brands have also extended their ranges of vegan foods to take advantage of the meat-free trend. Early in 2020, KFC launched the Vegan Burger at its 900 UK-based locations. Described as an alternative to its popular chicken burger, it features Quorn instead of chicken breast fillet, coated with the company's unique blend of 11 herbs and spices. Prior to the COVID-19 lockdown which closed much of the UK foodservice industry, KFC stated that around 1 million Vegan Burgers had been sold. However, a recent survey carried out by the magazine Vegan Food & Living found that 57% of respondents would never eat at KFC even if it did provide more vegan options, due to its strong association with chicken.

Elsewhere, Burger King has also been active in this sector. In April 2021, its UK range was extended with Vegan Royale, which was developed in partnership with The Vegetarian Butcher. The previous year had seen McDonalds announce plans for a new range of plant-based meat alternatives named McPlant, to be introduced during 2021. The range is expected to encompass burgers, chicken substitutes and breakfast sandwiches. ■





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RIDING THE RIGHT WAVE

If some while ago the differences between "vegetarian" and "vegan" were not yet well known among consumers, nor the ranges for these categories, today things stand different. It's easy to find, both in foodservice and retail, products like vegan ice cream, vegan burgers, or a variety of dairy-like products, from plant-based sources, and much more. Meanwhile, the pandemic seems to have brought even more people closer to the meat-free trend.

The prospect of a diet packed with chickpeas, lentils, and quinoa appears to be more tempting as of late, as a 2020 research from Mintel revealed that a quarter (25%) of young British Millennials (aged 21-30) say that the COVID-19 pandemic has made a vegan diet more appealing.

The research reveals that a vegan diet is proving more attractive to over one in ten (12%) of all Brits, rising to almost a quarter (22%) of Londoners, since the start of the pandemic. Mintel research indicates there is a strong belief in the healing power of plants, as half of Brits (51%) believe plant/botanical ingredients (eg herbs,

spices) can have medicinal benefits (ie treating ailments). A quarter (23%) of those interviewed said they were eating more fruit and vegetables since the start of the outbreak. Generation Z (aged 20 and under) (31%) and Millennials (21-40) (27%) are most likely to be keeping their fridges well-stocked with healthy produce.

Regarding citrus fruits, two thirds (66%) of Brits believe consuming vitamin C helps support the immune system. Overall, almost two in five (37%) say the COVID-19 pandemic has prompted them to add more nutrients that support the immune system to their diet. "People want the world to change for the better right now and they are searching for ways to show compassion. For consumers struggling to know how to make a positive difference, cutting out animal protein may be seen as a way of tackling the climate crisis, showing compassion for nature, and boosting their own nutrient intake," Alex Beckett, Associate director, Mintel Food & Drink said. "Even before the spread of COVID-19, we were seeing a growing interest in plant-based food and drink across global markets. It may well be that the pandemic is accelerating this trend." A more recent report by Mintel shows that further vegan innovation and consolidation are to be expected, as vegan food and beverage innovation continues to increase. According to Mintel GNPD, in North America and Europe, 7% of food and drink launches featured a vegan claim five years ago, rising to 12% of launches in the last year. The trend towards vegan innovation is expected to continue as consumers demand products offering both health and environmental benefits. Looking at the last five years to May 2021, Mintel GNPD also shows that the top ten companies that have launched vegan innovation globally are Danone, Aldi, dm-drogerie, Lidl, Tesco, Sainsbury's, Unilever, Marks & Spencer, Woolworths, and Kellogg. These companies account for around one in ten launches of vegan products globally. Interestingly, these top 10 companies have not increased their share of launches over the past five years, evidencing that smaller start-up brands are still playing a prominent role in driving vegan sales. According to the study, as more of the multinationals seek to improve their plant-based offering by developing vegan innovation or acquiring vegan brands, further market consolidation is to be expected.



” *Meatless snacking is becoming <an ordinary choice> and especially for young adults and children it is becoming a way of living. Retailers and foodservice buyers are aware of this trend and seeking for new variations and consumption moments.*
Jolanda van der Hak,
marketing manager of Le Duc Fine Food B.V.

12%
of food and drink launches featured a vegan claim in 2020.



TURNING A TREND INTO A COMPANY STRATEGY

Le Duc Fine Food B.V. introduced a new Veggie Burger range, of which the Vegan Mexican Black Bean Burger is the fast mover. Next to this, one of the company's recent product launches is Goat Cheese Bites. A unique product with a good taste that is really successful and benefitting from the popularity of goat cheese in general, Jolanda van der Hak, marketing manager of Le Duc Fine Food B.V. says. According to her, "the benefit of Le Duc products is in the variation and broad range of products, high innovation rate, and experience within this market segment. "As a family owned flexible company, Le Duc is specialized in vegetarian products in contrast to big companies which are supplying meat snacks next to vegetarian snacks. We are using different types of production technologies and fill our appetizers and burgers with recognisable chunks of vegetables and/or vegetarian cheese. We also batter vegetables with crunchy coatings." The using of natural and vegetarian ingredients is in the company's nature, she adds, referring to Le Duc Veggie range. "We only use natural ingredients and produce appetizers filled with nature. As Le Duc has been a supplier of vegetarian



#

22%

of Londoners agreed in 2020 that a vegan diet is becoming more attractive.



appetizers for a long time now, we are used to continuous growth of our segment in the past few years. However, at this moment we see an acceleration of the growth of vegetarian products as a result of the COVID-19 pandemic. Especially in the UK, which has the highest growth of frozen products in Europe. Not only convenience and in home stockage is lying beneath this growth, but the consumer awareness of human behaviour (e.g. footprint) and vulnerability regarding to nature and health is growing during COVID-19. Meatless snacking is becoming <an ordinary choice> and especially for young adults and children it is becoming a way of living. Retailers and foodservice buyers are aware of this trend and seeking for new variations and consumption moments."

AN IMPRESSIVE PRODUCT LINE-UP

As we can see by simply passing through the frozen aisle, more and more manufacturers follow the vegan trend, and what's even more impressive is that you can find them in almost all categories. The Oregon-based ice cream company **Coconut Bliss**, for example, launched its first vegan ice cream in June. The organic, coconut milk-based ice cream features only a handful of ingredients, including Madagascar vanilla bean. Coconut Bliss is a dairy-free ice cream producer creating 100% plant-based flavors of ice creams. USDA Certified Organic and Non-GMO Project verified, every Coconut Bliss product is also certified vegan and gluten free. Ingredients expert **Loryma** has developed an innovative concept for wheat-based vegan minced meat that convincingly replicates the sensory characteristics of the original. It has a comparable protein content, less fat, fewer saturated fatty acids, and additional dietary fiber. The ingredient combines textured wheat proteins with starch-based binding components to provide the necessary binding properties, and ensure that the cooked product has a realistic meat-like texture. Based on odorless and tasteless raw materials, the final off-note-free flavor can be customized, enabling manufacturers to expand their range and offer

consumers a flexible, plant-based alternative for the preparation of a wide variety of dishes. Available to consumers in both chilled and frozen form, a broad array of classic minced meat dishes can be created with this versatile vegan alternative. The starchy binding component ensures the characteristic “angel hair” look of real mince for the uncomplicated preparation of stable meatballs and patties. It’s also easily separated when pan-frying. The vegan mince can be used to prepare cold finger food, too, as an irreversible, stable bond is formed after cooking.

Northamptonshire-based frozen food distributor **Central Foods** has launched a new range of vegan options for the foodservice sector. The new products are made with seasoned textured soya protein and are high in protein, low in saturated fat, low in sugar, a source of fiber, and have salt levels below PHE 2024 targets. The introduction of the KaterVeg! Vegan Quarterpounder, the KaterVeg! Vegan Meatballs, the KaterVeg! Vegan Sausage and the

KaterVeg! Vegan Banger follows the successful launch of KaterVeg! Vegan Mince last year. Another example is frozen baked goods expert **Frank Dale**, which showcased three new vegan additions to their range – Spring Vegetable & Mature Cheese Tart, Mini Chocolate & Raspberry Cakes, and Woodland Berry & Sable Crust Tart. Among the three products to join the vegan line-up are the Vegan Spring Vegetable & Mature Cheese Tart; the Vegan Woodland Berry & Sable Crust Tart; and the Vegan Mini Chocolate & Raspberry Cakes. Also in retail, frozen foods supermarket Iceland has launched footlong vegan sausage rolls, expanding its plant-based portfolio as more consumer demand rises across the UK. **Iceland** debuted its vegan offering in 2018 with the launch of its No Bull Burger. The product went on to outsell the store’s Wagyu beef burger, underlining the new eating habits of consumers. The retailer went on to expand its plant-based offering later that year. Iceland has also recently launched No Chick

Southern Fried Strips - bitesize pieces of vegan chicken coated in breadcrumbs. It has also presented freezer packs of Greggs’ vegan sausage rolls and steak bakes.

WHAT THE FUTURE HOLDS

According to Euromonitor’s Health and Nutrition Survey from 2020, consumers who are restricting certain animal-based products, but not following a strict vegan or vegetarian diet, account for 42% of global consumers, while vegans and vegetarians constitute a much smaller group, accounting for 4% and 6%, respectively. While it’s obvious that the plant-based food space is dominating the vegan and vegetarian trends, it will be interesting to see which smaller categories besides plant-based beverages and meat substitutes will attract the focus of manufacturers. All in all, this is one trend – should we even still call it that? - that will attract more innovation and surely more consumers along for the ride. ■

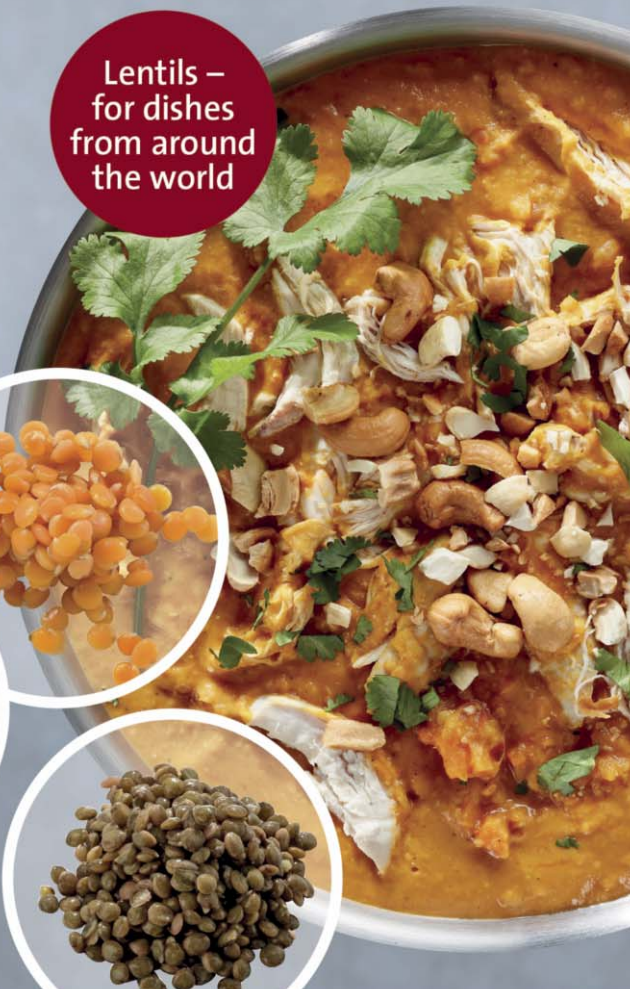
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from around
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KEEPING UP WITH THE MANUFACTURERS' NEEDS

The potato industry continues to be one of the most active, so it comes as little surprise that the technology involved keeps improving on an almost day-to-day basis. Manufacturers strive to obtain the perfect balance between quality and cost reduction, also having in mind efficiency, durability, and also sustainability.



Photo: Urschel

As parts are interlocked to become components in subassembly and finally all components are incorporated into a final machine, quality checks continue until the machine is crated and shipped.
Mike Jacko, vice president of Applications & New Product Innovation at Urschel

When it comes to cutting, the DiversaCut line remains the go-to choice for the potato industry, according to

Mike Jacko, vice president of Applications & New Product Innovation at **Urschel**. It is not uncommon to find Urschel machines in plants that are over 30 years running strong. "Today's Urschel machines are manufactured to easily switch over from the older equipment, so processors can seamlessly connect a new machine into an existing line. Many new designs include integral conveyors. Newer cutting methods provide unique potato products to capture niche markets in chips/crisps and french fry sectors," Jacko adds. Urschel potato reduction machinery delivers boundless styles and a full range of sizes from large cuts down to micro-dimensions. "Dicers, including those in the popular

DiversaCut line, provide 1-, 2-, or 3-dimensional cuts from slices, strips, or dices in flat or various crinkle styles. Slicers, including the most popular Model CC, produce thin to thick profiles in endless styles including flat, 'V' patterns, crinkle, Flat-V®, and others. Slicers also deliver various shreds and strips for products such as hash browns or rostis. Slicers may also be equipped with grating heads for additional versatility. Also available, the Model CCL delivers unique lattice style slices from fine, coarse, or wide lattice patterns." Hydro-cutting options include heads and knives for existing systems. These provide slabs, strips, segments, and spear cuts. Urschel manufactures thousands of different knives and blades, and many of these are used in hydro cutting systems. The Comitrol® Processor line of milling equipment is defined as finest 'particle' size reduction. Oftentimes, Urschel dicers are used as

precutters to models in the Comitrol line. Comitrol models offer the smallest reduction down to micro-dimensions. The Comitrol Processor Model 3600 and Model CC Shredder produce the majority of the hash brown/rosti products in the marketplace. Some different models have been introduced within the DiversaCut line. Built-in takeaway conveyors offer a great way to dispense into totes or connect with other conveying systems. This includes the DiversaCut 2110A® Dicer and the Sprint 2® Dicer – both are now available with built-in discharge conveyors. Built-in takeaway conveyors also ensure the controlled exit of smaller cuts to capture as much end-product as possible. "Great strides have



been made within the CC and DiversaCut lines to create increased shapes and specific cuts. Urschel continues to partner with leading processors to assist with niche, custom shapes often on a proprietary basis," Jacko says. In addition to the growth in the DiversaCut line, Urschel continues to expand on the evolution of MicroAdjustable® SL- & SH-14 Model CC Cutting Heads. Shapes and built-in quick changeover clamping systems advancements are continuing to be introduced and are continuing to improve production lines. Replacing an 8-station cutting head with a 14-station cutting head nearly doubles capacity without the additional expense of purchasing a second Model CC Slicer. The user-friendly MicroAdjustable heads offer ease of adjustment with minor operator involvement reducing labor and technical resources.

CUSTOM-MADE TO SUIT EVERY NEED

Fabcon Food Systems is a company that provides complete, British-built seasoning systems to customers across the world. "It is important to note that our seasoning systems can be operated in a conventional <kitchen> style or the increasingly popular On Machine Seasoning option which is mounted on

a platform and where each weighing and bagging station has its seasoning system. This allows for different flavors to be applied simultaneously and eliminates the need to clean elevators when a flavor change takes place. This helps greatly when manufacturers require short production runs, often at short notice, particularly to satisfy hard discount retailers," Trevor Howard, managing director, Fabcon Food Systems says. As far as adapting to the processors' needs goes, Howard points out that this is one of Fabcon's key USPs: "Our equipment is custom-made and sized to suit throughputs, space availability and any other criteria. All our design work is done in 3D and we can design lines either to take account of current product and seasoning flexibility requirements or to provide adaptability for possible future layout changes." Trevor Howard believes the market is evolving in many ways and there is ever-increasing importance placed on quality, accuracy, flexibility, and ease of cleaning. "Adaptability is also a major consideration which will only become more important," he concludes.

CHOOSING THE RIGHT PRODUCT IS KEY

Heat and Control also offers a variety of coating drum styles/designs, liquid applicator designs, and dry seasoning applicator designs to optimize the end-product and processes. The company uses a combination of PLC control logic and a multitude of manual or automatic rate verification methods to ensure that it is applying only the correct amount of seasoning/coating per the base product rate traveling through the Heat and Control systems, according to Lucas Bell, Spray Dynamics Group general manager. "All of our equipment models (i.e., coating drums,

liquid applicators, seasoning applicators) have multiple options to customize a design solution specific to each customer's application. We can offer a wide range of solutions, from a very manual operator interfacing system through to a fully automated system that requires minimal operator interaction," Bell says. Based on the different base products and processes at hand, Heat and Control carefully selects the correct coating and seasoning equipment for the job. "Oftentimes, depending on the rates and the base product/liquid/seasoning type, we work through our catalog of equipment offerings to ensure we choose the correct applicators for the process. Oftentimes, coatings (i.e., water, oil, slurry) require different handling and application methods, and our equipment can cover any of these scenarios."

TAKING A DIFFERENT ROUTE

Spice Application Systems is different than most suppliers of coating and flavoring equipment as they use electrostatics. According to Peter King, founder of Spice Application Systems, electrostatics works across powder, oil and oil-based seasonings by applying a static charge to the flavoring or coating as it is being sprayed onto the base product, such as potato chips and other

All our design work is done in 3D and we can design lines either to take account of current product and seasoning flexibility requirements or to provide adaptability for possible future layout changes.
Trevor Howard, managing director, Fabcon Food Systems

Electrostatics works across powder, oil and oil-based seasonings by applying a static charge to the flavoring or coating as it is being sprayed onto the base product as they travel along the processing line.
Peter King, founder of Spice Application Systems



Photo: Fabcon



Photo: Spice Application Systems

potato products, as they travel along the processing line. As the flavorings and coatings become 'negatively' charged, they adhere automatically to the 'positive' base product, which makes sure there is all-round coverage, improving quality and taste. "There will be times when electrostatics are not suitable for the materials or production conditions, so we also offer non-electrostatic alternatives, such as our Slurry Mix and Scarf Feeder Application Systems. For example, our SAS ISC Scarf Feeder provides an alternative powder application method. It is designed to work within our flatbed systems and can be combined with other SAS system components, such as the Twin Screw Feeders." For the non-electrostatic application of mineral-based oils, the company offer a Spinning Disc system which works with its Flat Bed Wire Belt System. It allows oil to be applied either as just a top coating with two contra-rotating disc heads, or from above and below with four pairs of spinning discs. It's excellent at providing consistent and accurate spraying and any excess oils are collected and recycled to minimise wastage, King concludes.

FOOD SAFETY IS AN ESSENTIAL PART OF THE FRYING PROCESS

Food safety should be a top priority for any processor, according to Valeria Lucinschi, business development manager at **Kuipers**. "For example, by ensuring that our fryer achieves the optimal frying oil turnover time, we help our customers operate for longer durations without compromising oil quality. Maintaining frying oil quality is one of the key elements for food safety.



Photo: Heat and Control

"We constantly perform R&D to improve existing equipment designs, as well as to integrate breakthroughs from white space designs of new products for the industries."
Lucas Bell, Spray Dynamics Group general manager

Poor quality will lead to acrylamide formation, as well as high levels of FFA and TPM. Shelf life is also affected by the quality of the oil absorbed by the product. This oil continues to degrade even during storage which can consequently cause health problems upon consumption." Lawin Saleh, sales manager at Kuipers explains how the optimum oil flow is ensured: "By the required amount of energy, we make the precise oil flow calculation which is then divided into multiple injection points from the beginning of the fryer until the end. Most of the flow is injected into the first two injection points because in the front area we have the most water content in the

product which must be released. By inserting enough flow wheels and immersion belt and side frame we can ensure that the flow will stay in the product area all with the same velocity. Therefore, we can ensure that every chip exiting the fryer has the same color and texture." Water reduction throughout overall production is also an important aspect for processors, Valeria Lucinschi adds. This aspect is also reinforced by government regulation in some countries. For potato chips, producers need water at various stages in the line. Being able to recycle this water is a huge advantage in terms of sustainability as well as costs. In most countries, factories have to pay for both the supply of fresh water and the drainage of wastewater. Kuipers water treatment system combined the usage of water over the entire plant. The only time freshwater is supplied is for a last cleaning action to the slices before frying. The same water is then re-used backward in the previous processing steps, each having its cleaning system. ■



Photo: Kuipers

"Although the frying system is one of the main components, its efficiency and operational capabilities can be significantly affected by the line overall. This is one of the reasons that many technology suppliers will choose to deliver turnkey projects."
Valeria Lucinschi, business development manager at Kuipers



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ON THE WAY TO A SPEEDY RECOVERY

The market for processed potatoes had a significant issue to deal with last year, as the hospitality sector shut down. While consumers were indeed stocking up, the closure of QSRs and other outlets meant producers had to rethink their strategies. Fortunately, things are getting back to normal, and the potato market seems to get back on track.

From April to June, 2021 potato sales in the US declined in value by 10.5% and in volume by 15.5% compared to the same time period in 2020, according to data from IRI quoted by Potatoes USA. When compared to the similar period from 2019, sales increased in both value and volume. Consumers spent USD317m more from April – June 2021 on potatoes than they did in 2019. Ironically, the potato categories that performed best in 2020 showed the largest declines in 2021. Canned, dehydrated, fresh, and frozen potatoes all declined by double-digits in both dollars and volume. Sales of deli-prepared sides increased in value by

23.9% and in volume by 20.4% from the same timeframe in 2020. Within the fresh potato category, medley potatoes maintained positive growth while the rest of the fresh types decreased in sales compared to 2020, data shows. Fresh potato sales are slightly below 2019 levels in volume but are above in value sales. According to recent Eurostat data, the overall value of EU processed potato production reached EUR9.1bn in 2019, or 1.6% of the value of production of the whole European food industry. Frozen chips and crisps were the most significant products in terms of production value. The EU was a net exporter of processed potatoes; it exported

EUR2.8bn worth in 2019 and imported the same goods to the value of EUR0.2bn. Within the EU, potato processing was mainly based in five Member States: the Netherlands, Belgium, France, Germany, and Italy.

FROZEN OUTGROWS THE OVERALL MARKET

According to the a market study by The Insight Partners, the global frozen potato market was valued at USD59bn in 2019 and is projected to reach a value of USD79.7bn by 2027; it is expected to grow at a CAGR of 4.0% during the forecast period. The fast-food and quick-service restaurants (QSR) have now become the need of

the hour for the consumers. These restaurants are becoming more popular as they provide mass-produced foods, convenience, the good taste of the food, and are economical in terms of money and time. Quick service restaurants cater to the need of the consumers as they offer to sit and dine along with various services such as drive-thru, takeout, and home delivery, which suits the modern lifestyle of the consumers. Due to the growth and expansion of these quick-service restaurants or QSR's, the demand for frozen potatoes has also increased, at least until the COVID-19 pandemic began. Still, foodservice has started to recover as restrictions were lifted, so growth is again expected.

POTATOES WORTH EUR12BN TO EU FARMING

Eurostat data also shows that a large majority (73.1%) of the EU's harvested production of potatoes in 2020 came from just five member states: Belgium, Germany, France, the Netherlands, and Poland. These five countries accounted for a slightly smaller majority (66.8% in 2020) of the area planted to potatoes in the EU, with Romania accounting for an additional 10.0%. Potatoes were cultivated on 1.7 million hectares (ha) in the EU-27 in 2020; this corresponded to an estimated 1.7% of all arable land in the EU. This share was much higher in the Netherlands (16.3% of all arable land), Belgium (11.3%) and in Malta (7.5%). The area of potatoes in the EU has been in long-term decline. The cultivated area almost halved between 2000 and 2020 with, among the principal producer countries, particularly sharp reductions in Poland (-71.3%) and Romania (-41.4%). Nevertheless there were some exceptions, with increases in the area of potatoes planted in both France (particularly since 2015), Belgium (particularly since 2009) and Denmark (also since 2015). The harvested production of potatoes in the EU was 55.3 million tonnes in 2020. Germany was the largest producer of potatoes in the EU in 2020 (at 11.7 million tonnes, 21.2% of the EU total), ahead of Poland (a provisional 16.4%), France (15.7%) and the Netherlands (12.7%). With a downward trend in the area of potatoes cultivated, the harvested production in the EU has also been in decline, albeit with annual fluctuations that were also

influenced by weather conditions, the report states. The value at basic prices of the raw potatoes (including seed potatoes) produced across the EU in 2020 was an estimated EUR12.3bn, Eurostat data shows. This represented 3.1 % of the value of total EU agricultural output in 2020, a proportion that varied among member states from an estimated 6.8% in Romania down to 0.7% in Luxembourg. A small majority (57.2%) of the estimated value of potato production in 2020 came from just three Member States: France (27.7%), Germany (19.0%) and the Netherlands (10.5%). EU member states traded about 7.0 million tonnes of potatoes between themselves (intra-EU trade) in 2020, the market value of which was EUR1.7bn (0.06 % of all intra-EU exports). Main crop potatoes accounted for two-thirds (67.7%) of total intra-EU potato exports in value terms; seed potatoes accounted for a little less than one quarter (22.5%) of the total; early potatoes accounted for 7.9%, with starch potatoes making up the remaining 1.9%. Three member states accounted for almost three quarters of intra-EU exports of potatoes in value terms: France (31.0%), the Netherlands (25.4%) and Germany (16.7%). Whereas France and Germany were the main export traders in main crop potatoes (39.5% and 20.4%, respectively, of the intra-EU total in value terms), the Netherlands was alone responsible for approaching two-thirds (62.7%) of the value of all seed potatoes traded within the EU. Compared to the volume and value of intra-EU trade, the EU imported few

potatoes from non-EU countries: the EU imported 591.000 tonnes from abroad, to a value of EUR235.1m. Slightly more than one half (56.1% of the volume and 56.9% of the value) of these imports were early potatoes: 331.000 tonnes (worth EUR133.7m) entered the European market, mainly from Egypt (70.7%) and Israel (18.7%). All in all, the EU is a net exporter of potatoes. In 2020, it exported 1.4 million tonnes of potatoes with a value of EUR509m (0.03% of the total value of extra-EU exports). These exports were mainly seed potatoes (61.2% in terms of the total value of potato exports and 41.8 % in terms of volume) and crop potatoes (33.0% in value and 51.5% in volume). Exports of early and starch potatoes were much smaller. The global potato market, meanwhile, is projected to record a CAGR of 1.0% during the forecast period 2021-2026, according to a Mordor Intelligence report. According to the Food and Agriculture Organization, Asia alone accounts for half of the world's potato production, with China and India accounting for nearly 35% of the production, as a result of increased domestic as well as international consumer demand. China's domestic demand for potatoes has slowly increased over the last few decades. About 10-15% of the potatoes consumed in China are processed potato products, such as chips and frozen French fries. There is an increasing middle-class population due to rapid urbanization, which has resulted in the popularity of potato products, as this population is attracted more to Westernized cuisine. The Chinese government is also looking to increase potato crop production as it is more profitable per acre than any other staple crop and owing to the increased domestic consumption in the country, the report shows. ■

9.1
bn USD was the overall value of EU processed potato production in 2019.





FREEZING TECHNOLOGIES BRING MORE VALUE

Technology has always been the backbone of the frozen food industry, and latest developments bring more value to all parties involved. As there are several techniques that can be used to obtain the right balance between costs and output, manufacturers now have plenty of machines to choose from.

One of the technologies that companies appeal to more often is the Individual Quick-Freezing (IQF), and this generates a market that is forecast to reach USD23.1bn by 2025, growing at a CAGR of 6.0% during 2020-2025, according to a report by IndustryARC. Growth in consumer demands for storage of perishable food and increase in demand for non-seasonal food products is set to further enhance the overall market demand of individual

quick-freezing market during the forecast period 2020-2025. North America dominates the individual quick freezing market with a share of more than 42%, followed by Europe. This is mainly owing to the increasing number of fixed investments in various technologies of food processing by various individual quick freezing equipment manufacturers and exposure to consumer preference for new taste and flavors. In North America, individual quick freezing market is increasing with the increase

in number of populations along with the changing food preferences and tastes among people of different age groups. Increasing availability of non-seasonal food commodities and growing consumer demands for ready to eat meals is likely to aid in the market growth of Individual quick freezing market. On the other hand, strict regulations associated with the food safety and the massive environmental concerns regarding greenhouse emissions is poised to create hurdles for the individual quick freezing market. The food and vegetables segment held the largest share in the individual quick freezing market in 2019 owing to the easy accessibility and affordability to the shoppers. Individual quick freezing helps in the retention of food quality and extends the storage life of food whose water content is high in the retention of food quality. Rising

consumer preference towards longer shelf-life, healthy food and technological innovations in packaging is set to additionally fuel the expansion of the individual quick-freezing fruits and vegetable market. Fruits & vegetables is estimated to be the fastest growing segment in the forecast period 2020-2025.

FREEZING TECHNIQUES COVERING ALMOST ANY FOOD PRODUCT

"With the right equipment and process, you can freeze almost any product with excellent results," according to Bob Petrie, president of **JBT Protein EMEA**. As such, he says, many manufacturers use nitrogen tunnels for freezing when setting up a new production line. Nitrogen can seem to be a suitable freezing medium when starting up and for small scale business. However, from a total investment perspective, nitrogen comes with a high operational cost, why it is often more reasonable to invest in a mechanical freezer.

"Mechanical freezing helps reduce production costs, consequently creating a more affordable plant-based product once in the grocery store. We use three main mechanical methods of freezing food: spiral, impingement and IQF (individual quick freezing) or fluidizing. Our equipment is always hygienic by design and help increase the yield and capacity of your production line without extending the footprint." Spiral freezing is ideal for large or thick products and heavy belt loads, such as prepared meals, warm goods, nuggets and burgers. With its compact, streamlined design, the spiral freezer can help you minimize the refrigeration footprint in your facility. Furthermore, it helps you save energy and increase the efficiency of the production line. Frigoscandia has developed the market leading products in spiral freezing, the GYRoCOMPACT series, with patented advantages such as self-stacking belts and the industry's only self-contained freezing zone that is a 100% cleanable to satisfy rigorous hygiene requirements. Bob Petrie also mentions impingement technology: "Apart from bread with living yeast, most food is better preserved when quickly frozen. There is a tremendous difference between freezing something at -18°C in your kitchen and putting your application in an industry freezer. The hydration,



Photo: JBT

Mechanical freezing helps reduce production costs, consequently creating a more affordable plant-based product once in the grocery store.
Bob Petrie, president of JBT Protein EMEA

appearance, flavour and texture of the product is always affected to a certain degree depending on the speed of the process. Our freezers use impingement technology, a revolutionary solution with thousands of high-velocity air jets that blast away the boundary layer of air that holds heat around the product. The product is frozen instantly, with maintained quality. Impingement freezing is best suited for products with a high surface to mass ratio, for instance thin products like burgers, where the heat can quickly be removed from the surface." Not least, one of most commonly used technologies is individual quick freezing. Back in the days when you bought frozen raspberries and peas, they came in a big, heavy ice block, Petrie says. "Even though you just wanted a small quantity, you needed to defrost the whole package. In 1962, Frigoscandia made a breakthrough in individual quick freezing (IQF). Adding true fluidization made it possible to freeze any fresh fruit and vegetable as a separate entity. Today, the IQF technology is still one of the most cost-effective ways to create a fresh product that preserves its premium quality - months after the harvest. The method benefits the user experience when opening and handling your product." Individual quick freezing can also be used for small pieces of vegan meat, e.g., for mince, balls and cubes. JBT's FLoFREEZE is the world-leading linear freezer with IQF technology. Thanks to continuous advancement, it is possible to freeze a much greater

range of products - with high capacities, complete cleanliness and impressive accessibility.

STRIVING FOR FROZEN FOOD EXCELLENCE

System customization, hygiene, ease of maintenance, operation in a continuous cycle, and high quality freezing - these are the five winning assets of **TecnoPool TP Food Group's** spiral freezing systems, according to Michela Lago, TecnoPool TP Food Group's CEO. TecnoPool's patented T-Worth technology ensures greater productivity and increased customer satisfaction in the field of frozen foods, including bakery, meat and fish, pasta, fruit, vegetables, and ready meals. Unlike conventional drum-based spirals, the T-Worth belt installed in TecnoPool's freezing systems is driven externally by a motor that is smaller in size and needs less power. This does not affect the system's performance, as friction is reduced and the belt is driven instead of being pushed, offering considerable advantages right from the design stage. In terms of frozen food, every producer has a specific set of requirements, depending on the type of product, volumes, and logistics. By eliminating the need for a central pivot, T-Worth technology increases the system's flexibility, enabling it to combine two separate lines with same-level entry and exit. "The customer can study and test this system directly in the Test Room set up in our facilities in San Giorgio in Bosco (Padua). Here, TecnoPool's specialized technicians and technologists

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23.1

bn USD is the value that the IQF market will reach by 2025.

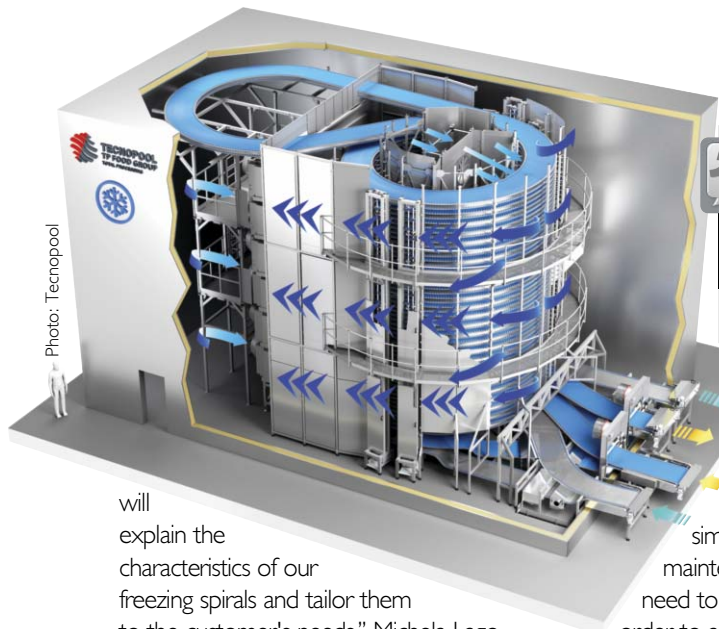


Photo: Tecnopool

will explain the characteristics of our freezing spirals and tailor them to the customer's needs," Michela Lago adds. Another distinctive feature of Tecnopool's freezing systems is the use of horizontal air flows that guarantee excellent freezing quality. The T-Worth system allows cold air to flow over the product, under the product and throughout the spiral at a rate of up to 3 meters per second. With frozen food, this characteristic is essential as it ensures excellent, rapid freezing, while preserving the ingredients' flavor and organoleptic properties. Once in operation, every system must then be kept clean and in good repair. Tecnopool's technology offers further substantial advantages in these two strategic aspects of food processing. The entry of humid external air is limited by air compensation systems placed at the inlet and outlet ends of the belt to reduce frosting and maintain the high efficiency of the evaporators. "Moreover, for more than ten years now, Tecnopool has been using sequential defrosting evaporators that can be defrosted individually while the others continue operating, thus preserving the internal temperature of the cabinet and the effectiveness of the freezing process. This method allows the system to run in a continuous cycle, 24/7. The absence of a drum-based drive system for the T-Worth belt also allows easy access to every part of the freezing system, thus facilitating sanitization and achievement of the hygiene standards required by law for the food industry. Finally, easy access to



Easy access to internal spaces also guarantees another important competitive advantage, that is, simpler and faster maintenance, without the need to disassemble parts in order to access the area required.

Michela Lago, Tecnopool TP Food Group's CEO

internal spaces also guarantees another important competitive advantage, that is, simpler and faster maintenance, without the need to disassemble parts in order to access the area required.

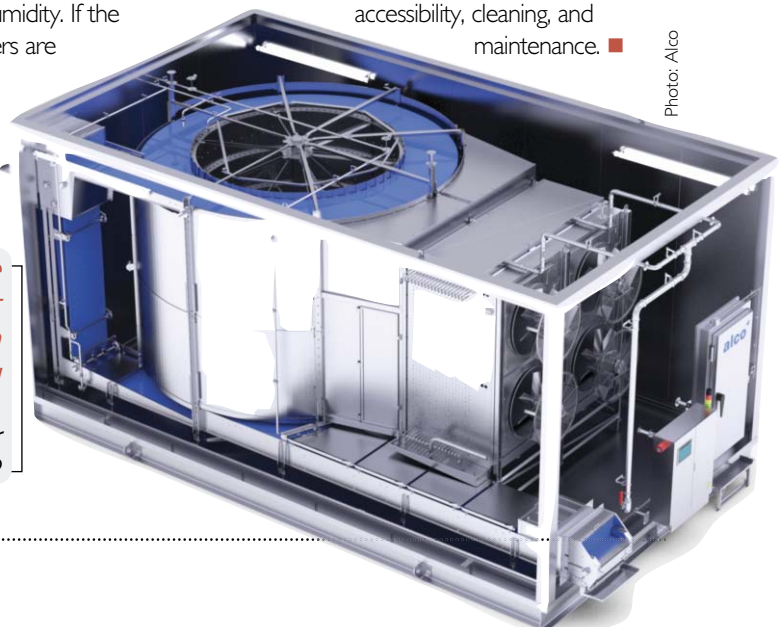
Every maintenance operation can be carried out from the outside of the spiral, thus also facilitating visual inspections."

EFFICIENCY IS KEY IN OPTIMIZING ENERGY SAVINGS

In industrial freezing, automation, efficiency, and consistency are paramount, according to **alco-food-machines GmbH & Co's** Managing Director Thomas Kleine-Ausberg. "For this reason, directly driven belts with smoother running and lower belt tension have been installed in the alco spiral systems for cooling, freezing, proofing, and pasteurizing, which are permanently controlled via a main gear monitoring system. Optimized energy savings are ensured via new, efficient motors of efficiency class IE4 and IE5, which can also be ideally adapted to the process via speed control. Modern 4.0 communication helps customers to continuously measure and optimize energy consumption." The cooling and freezing systems from alco have a self-monitoring system that continuously measures parameters such as temperature or humidity. If the specified parameters are exceeded due to strong fluctuations inside the process environment, the smart control unit

reacts and adjusts all necessary parameters instantly to ensure consistent quality of the products. In principle, alco's product catalog covers almost all food categories in the food industry. From classic meat products such as pork, beef and poultry, to meat alternatives and vegetables, to baked goods, confectionery, and pet food. "The alco HotCook AHC is even a true all-purpose weapon. A machine that combines multiple processes such as mixing, searing, cooking, boiling and cooling," Kleine-Ausberg says. "A machine that is a unique selling point for alco worldwide. Decades of experience, German engineering and direct contact with the customer at eye level are what distinguish alco. Values such as reliability, trust and flexibility towards customers, which alco has internalized for over 40 years, are increasingly in demand nowadays. As a family business, it is our claim to go beyond expectations, to advise each customer individually and to develop the best solutions together." alco's latest product development is the forming machine AFM, which can now form and portion product mass 30% faster. Individual forming plates in 2D - 3D elaborations allow to process any imaginable shape. This design also enables extremely fast product changeover, with minimal downtime. The hygienic design has been upgraded by optimizing maintenance flaps, sealing systems and the repositioning of individual components, which in turn facilitates accessibility, cleaning and maintenance. ■

Photo: Alco



The alco HotCook AHC is even a true all-purpose weapon. A machine that combines multiple processes such as mixing, searing, cooking, boiling and cooling.

Thomas Kleine-Ausberg, managing director of alco-food-machines GmbH & Co

[frozen dossier]

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is a project which contains reports on the most important frozen food categories, as well as technical equipment innovation related to product manufacturing, published both in print and on-line.



THE TARGET IS SUSTAINABILITY

The importance of cold storage and its role in the overall cold chain industry cannot be understated, and this has only increased during the difficult months of 2020. Even if companies have had to readapt to a rapidly-changing environment, they have done so in a manner that has allowed a quick return to plans tied to innovation and development.

These plans often center around the idea of sustainability and reducing the impact cold storage has, especially the CO₂ footprint generated by day-to-day activities. As far as figures go, the cold chain market was estimated to be valued at USD233.8bn in 2020 and is projected to reach a value of USD340.3bn by 2025, growing at a CAGR of 7.8% in terms of value during the forecast period, according to a report by research company Marketsandmarkets. The increasing need for temperature control to prevent food losses, growth in international trade owing to trade liberalization, along with the rising demand for perishable goods among consumers across the globe, is driving the growth of the market, authors note. The pandemic has created a positive impact on the cold chain industry, resulting in fueling the demand for cold chain warehousing. The increasing adoption rate of packaged food & beverage products is a promising take for the growth of the cold chain in the food industry. The COVID-19 impacted the supply chain of every industry due to restricted trade during the pandemic, resulting in food manufacturers emphasizing not only food products but also their storage to increase their shelf-life, which is expected to propel the market for the cold chain. Cold chain development places a significant burden on the environment since refrigeration is energy-intensive and is a source of greenhouse gases. Keeping products cold throughout the

transportation phase of the cold chain (such as trucks, ships, and trains) accounts for around 7% of the global consumption of hydrofluorocarbons (HFCs). Also, diesel-powered transportation refrigeration units consume up to 21% more power than non-refrigerated diesel-powered trucks. This has significant implications on climate change, as the development of cold chains becomes more ubiquitous in developing countries, the report shows.

THE REQUEST FOR STORAGE IS ON THE RISE, AND DEVELOPERS ARE QUICKLY RESPONDING

In the UK, temperature-controlled food storage and distribution business, Reed Boardall is investing in expansion at its North Yorkshire facility. In line with its pre-COVID plans, the company has undertaken work on an extension to one of the cold stores at its site in Boroughbridge, UK, which will increase the capacity to 168,000 pallets. RLS Logistics, a leading third-generation provider of cold chain solutions, through its affiliate RLS Partners, announced their new warehouse partner, RLS Complete, is set to open Q1 of 2022 in Sturbridge, Massachusetts. Tippmann Innovation will be leading the facility construction, which will provide frozen and refrigerated food distributors, processors, and importers in the Springfield, MA, and Boston, MA region with public cold storage warehouse capacity relief and access to RLS' temperature-controlled less than



truckload shipping programs. The 83,000 sq. ft. temperature-controlled facility will boost 18,000 pallet positions with the support of their mobile racking system. The mobile tracking system allows the facility to hold 40-45% more pallet positions than the standard double deep racking. The facility will also use an environmentally friendly refrigeration system that consumes less electricity than traditional ammonia-based systems, reinforcing the company's sustainability initiatives. Fort Worth, Dallas-based developer Cold Creek Solutions has announced a new 374,560 sqft cold storage facility in the area's booming logistics market. Cold Creek has leased nearly 50% of its facility after executing a 15-year agreement with a leading third-party logistics provider, Southwest Warehouse Services. In addition to its Denton facility, Cold Creek Solutions is currently developing four additional projects that include a mix of build-to-suit and market-driven solutions across multiple states in the U.S. President Matt McWilliams brings a deep background in the cold storage space with relationships across the industry nationwide. In addition, the team also has many years of experience developing, building and managing complex greenfield infrastructure projects across the U.S. that were sold to leading private equity firms, including TPG, KKR, and Oaktree. TI Cold Development also announced a new state-of-the-art 254,330-square-foot cold storage facility located in Reno, NV. Upon completion, this facility will boast

nearly 255,000 sq. ft. of storage space, 40,000 pallet positions, and a 41,000 sq. ft. refrigerated dock. This facility is immediately available to take advantage of both leasing and build-to-suit opportunities. In another part of the world, Netherlands-based cold chain logistics company NewCold announced that it has signed Simplot Australia as new customers and is investing a further USD 160m in its Victorian facility, bringing its total investment to USD 460m. NewCold will more than double the size of its Melbourne 2 facility, according to a press release. At 43 meters high, the site will expand from 115,000 pallet positions to 225,000, an increase of 110,000 pallets. The extension will include 30,000 for ambient/chilled and 85,000 pallet positions for frozen goods. It will be a one-stop-shop facility with ambient, chilled, and frozen capabilities. One of the largest automated high bays in the world, the site also includes a container park. The expanded facility is scheduled to be operational in 2022. And the examples could easily go on.

PALLET-POOLING, A FRIENDLIER WAY

According to Marcel Verstijnen, Business Development manager The Netherlands, pallet quality, durability, and availability are key in the frozen industry, which is very fluctuant through the year. "For us as pallet and logistics supplier of the frozen industry, visibility of pallet flows and stocks is fundamental. Specifically for the frozen market, we will now create visibility for pallet stocks at warehouses, where there is a shortage in capacity. And also visibility in transport, where there is not enough availability for the frozen food to be transported. Manufacturers who use white wood exchange pallets will just drive back and forward with empty pallets and empty trucks. Thanks to the visibility of thousands of movements of our pooling customers across the local and European supply chains, we can bring customers in contact with other producers to optimize our transports and free up more truck capacity in the market." Jolijn Janssens, Business Development manager Belgium continues: "The core of CHEP's business model is to reduce waste, whether it being food waste, material waste, empty transport, thereby cutting costs and making sustainable operations cheaper than legacy solutions. We have the tools



Manufacturers who use white wood exchange pallets drive back and forward with empty pallets and empty trucks. Thanks to the visibility of thousands of movements of our pooling customers across local and European supply chains, we can bring customers in contact with other producers to optimize our transports and free up more truck capacity in the market.
Marcel Verstijnen, business development manager The Netherlands at CHEP

to create full visibility of both monetary and environmental savings CHEP's usage would bring. We can unravel costs linked to non-pooled supply chains and advise frozen food manufacturers on reducing CO2 emissions, waste to landfill and wood consumption." Elke Ramsdonck, marketing expert Benelux at CHEP says the company has very ambitious sustainability goals, and want to be carbon neutral by 2025 – „We've already achieved that goal. For our own operations, and the next step is to really try to help our suppliers and our customers become carbon-neutral in their operations too. We also committed to a 1.5°C future, complying with the Paris agreement," she adds. In the end, what separates CHEP from its competition? "Looking at the core, I think it is more or less about quality and making sure that production runs smooth, that there aren't any jammed pallets. We invest in the quality of our pallets and also innovate in the layout of the pallets," Marcel Verstijnen points out. "We not only invest in the quality of our

pallets but also supply our customers with tailor-made advice from our engineers with regards to their automation in combination with the usage of pallets." So pool pallets have big advantages, not only in terms of quality and sustainability, but also in terms of efficiency. "We are the pioneers of the circular economy because we've been doing this pooling model, this sharing & reuse model globally for more than 70 years. So we know how it works, what the advantages are, and we want to bring the message that companies can make a change. We have the biggest network in the world, also for export, which is important for frozen as well. So with our global network and scale, we can support our customers in both their European business as well as intercontinental business," Elke Ramsdonck concludes. ■



340.3

bn USD is the estimated value that the cold chain market will reach 2025.



The core of CHEP's business model is to reduce waste, whether it being food waste, material waste, empty transport, thereby cutting costs and making sustainable operations cheaper than legacy solutions.
Jolijn Janssens, Business Development manager Belgium at CHEP



THIS INVESTMENT HAS PAID OFF!

At some point it ends. The device or system is worn-out and a repair is too expensive. Aside from that, it is not state-of-the-art anymore, because there were technological leaps during the useful time. Modern washing devices or systems consume significantly fewer resources and are extensively digitalized. Even though the costs hurt a lot, reinvestment is inevitable. Are there any of the many decision-relevant parameters which are particularly relevant for the people responsible?

Whoever would like to purchase devices for his or her kitchen will be currently confronted with unusual statements that will strongly influence his or her decision. The manufacturers not only have to

announce delivery times in such a way that one hasn't known in the commercial catering industry up until now, but price increases too. A German industry association mentions some causes which hit manufacturers in Germany the same as those in other European countries:

Key raw materials like steel and stainless steel are scarce. Manufacturers are speaking of considerable problems in the acquirement; short-term orders cannot be fulfilled in many cases. Import restrictions by the European Union are making an exacerbating

impact. As a result, the delivery period is extended and prices rise. The price per ton of steel, for example, grew by 75 to 100% from 2020 to the middle of 2021. The price for nickel, an important raw material for the production of stainless steel, has increased sharply too. The Harpex, an index for freight rates, has more than tripled. Thereby, the logistic costs have increased considerably. Some synthetics such as PVC, important for the insulation and sheathing of cables, are scarce. Therefore, the supply with electronic components will be critical. One has to keep this situation with raw materials in mind when one is thinking about investments in kitchen technology these days.

PROFESSIONAL PLANNING - EFFICIENT IMPLEMENTATION

It is not complicated to exchange an undercounter or hood dishwasher because there are only a few decision parameters that go beyond hygiene, which are relatively easy to keep track of. The task becomes clearly more complicated when large conveyor belt or basket washing systems are exchanged or a scullery is redesigned. Then not only the topics related to hygiene are more complex, but also others like those of process technology, procedures, economic feasibility, environment, and digitalization. If one doesn't have comprehensive and detailed know-how at his or her disposal, it makes sense to integrate an entry for "consulting and planning" into the investment budget. Why? Sound advice ensures that all relevant factors which influence the dishwashing process are taken into consideration. At the same time, it is not just about hygiene as a matter of course (fulfillment of all the HACCP – hazard analysis and critical control points – requirements), but other criteria too. We will present some of them here in condensed form.

PROCEDURES/WORKFLOW

Washed dishes must definitely not come into contact with dirty dishes because otherwise pathogens can be transmitted. That's why the entire workflow is to be organized in such a

The manufacturers not only have to announce delivery times in such a way that one hasn't known in the commercial catering industry up until now, but price increases too.

way that the transport ways don't cross. Therefore, one has to analyze the existing procedures comprehensively and in detail and then change them accordingly, respectively redevelop them completely. An expert-critical, unprejudiced look from outside without blinders is essential here. One of the main tasks of the project management is to ensure this.

FOOD WASTE

Pre-cleaning the items to be washed is a part of the workflow. The more efficiently this takes place, the less dirt entry there will be in the dishwasher resp. system. This has a positive effect on the hygiene and reduces the cleaning effort of the system. If larger amounts of food waste accrue, it can be recommended to consider

combining the dishwashing system with a system for processing food waste. Thereby, one creates a closed disposal chain without the hygienically problematic, cost-intensive wet waste garbage cans that are compelled to be refrigerated. Food and kitchen waste, including bones and stalks, are put into the system. Depending on the technology, the system chops or hoists the waste completely into a storage tank. Waste management companies empty them and bring the substrate to a biogas plant for processing. In Germany, such systems are frequently already paid off in less than two years.

ECONOMIC FEASIBILITY

As with all investments, different factors influence the economic feasibility of a system. With regard to the calculation, it is not uncommon that the purchase price is a dominant

75%
- 100% was the increase in the price per ton of steel in 2021.





factor in the foreground. It's clear that it has a great significance. But a calculation is really meaningful only then if it records all of the costs that accrue during the useful life of a dishwashing system. Expenditures for the consumption of energy, water/waste water, cleaning chemicals, etc. play just as important a role as the costs of the standstill due to repairs and maintenance work, not to forget those for the removal of the worn-out system at the end of its useful life. There are also the additional so-called "soft" factors like the downtimes of the staff or fluctuation. Good, in the sense of low-stress working places at the dishwashing systems, bring the costs down, while physically and mentally taxing working places generate costs. Kitchen planners are able to take all of these influencing factors into consideration and evaluate them economically. Kitchen professionals have a hard time with this, even extensively trained ones.

ENVIRONMENTAL FRIENDLINESS

Systems which use fewer resources (including manpower) work not only more economically but are environmentally friendlier too. With dishwashing systems, the use of waste



With dishwashing systems, the use of waste heat and the processing of used water play an important role in this. Modern systems offer these possibilities. Therefore, they not only relieve the environment but give economic feasibility an additional push.

heat and the processing of used water play an important role in this. Modern systems offer these possibilities. Therefore, they not only relieve the environment but give economic feasibility an additional push. If the system uses its waste heat itself, then this doesn't emit it into the surroundings. Being that the room climate becomes better in the kitchen by this (less moisture, lower temperature); the ventilation system can be frequently dimensioned smaller, with a noticeable positive effect on the economic feasibility. And that is because the costs for ventilation systems are among the highest in commercial kitchens, as every kitchen planner can prove.

FLANKING KITCHEN TECHNOLOGY

Whoever washes a large amount of items sometimes ask themselves, which process steps can be simplified. Automation and robotics are also not foreign words in commercial kitchens

anymore. There are systems with which plates or trays can be stacked, respectively mounted on conveyor belts. One can not only sort silverware automatically, but also have them packed and if necessary with napkins, salt, pepper, and toothpicks. There are various possibilities to optimize the process steps here too. Integrating specialized women and men in the planning process for professional kitchens doesn't mean in any way that the operationally responsible can withdraw from the process. Every planner needs engaged, experienced, and critical sparring partners in their client's team who is responsible operatively or will be and of course for the costs too. Whoever has to budget and adhere to the operating costs later is already paying attention to it with the investment and heads off the purchase price being the only decisive criterion. After all, each participant is supposed to conclude at the end of the useful life: "This decision has paid off"! ■



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LOOKING BEYOND THE EAT-HEALTHY TREND

Ingredients in the overall food market have suffered significant changes in recent years due to consumers' requests for healthier options. Nutrition also became a selling point especially in 2020, as outdoor activities were almost cut to zero for a good amount of time. Beyond all these, there are several other trends that have had or are expected to have an impact on the manufacturing of food products.

The growth of sports nutrition market, for example, brings with it an evolution of several ingredients, especially dairy products like whey proteins, milk, and casein, a substance derived from milk, which is used in the production of cheese. Protein ingredients of vegetable origin such as chocolate-based on vegetable proteins or herbal alternatives to classic dairy products. They are getting richer, from soy, almond or oat milk to avocado or chia seeds. According to a report by Market Research Future, quoted by connectsearch.com, the global herbal food market will register a CAGR of 13.1% between 2019-2025. Similarly, the "Vegan Cheese Market" study quoted by globenewswire.com shows

that the value of the vegan cheese market will grow by 7.1% between 2020-2027, from USD2.7bn in 2019 to USD4bn in 2027. While vegetable spreads such as peanut butter, coconut butter or even macadamia nuts are already present in the portfolio of more and more brands, manufacturers continue to surprise with new innovative products, including melon seed butter. When it comes to cooking oils, the possibilities for assortment are endless. Trends now include variants such as avocado oil or pumpkin seed oil.

INGREDIENTS MAKING AN IMPACT ON THE BAKERY INDUSTRY

Mintel Global Food and Drink Analyst Katya Witham has recently

showcased five ingredients that are making an impact on bakery, snacks, and cereals in 2021. First of all, seeds and kernels have an opportunity to grow in bakery and snacks, as they offer new flavours, textures, and nutrition. "The health halo of seeds and kernels in snacks can inspire other categories to use these nutrient-dense ingredients. A high majority of nut and seed consumers in China agree nuts and seeds are high in protein and dietary fibre, and are a good source of vitamins (75%). Beyond bakery, in the US, more than two in five plant-based meat substitute consumers are interested in seeds as a source of protein in those products, according to Mintel research on plant-based proteins," Witham points out. She continues by

mentioning oats not only as a healthy choice for consumers, but also a valuable one in an environmentally sustainable crop rotation systems. Next up are probiotics, which offer several functional properties beyond gut health, including stimulation of the immune system, Witham argues. A fourth ingredient that has an important impact on the industry is pulse, not to mention pulse flour. "For many reasons, pulses should be an obvious choice for manufacturers of bakery, snacks and cereals who are looking to bolster the 'plant power' halo of their products. Pulses are widely recognised and accepted by consumers globally as a plant-based source of protein and other nutrients.



68.03
bn USD by 2027 is the expected value of the global food ingredients market in 2027.



35.56
bn USD in 2019 was the value of the global nutritional ingredients market in 2019.

They can be grown sustainably and are generally cost-effective," according to the Mintel analyst. Last but not least, Katya Witham talks about coconut palm sugar, which "has potential to capitalise on the current trend for <raw>, less-processed foods, as well as consumers' desire for the organic and natural."

A GLOBAL PERSPECTIVE

Globally, the food ingredients market is forecast to reach USD68.03bn by 2027, registering a CAGR of 7.8% up to that year. According to a Reports and Data study, Europe's food ingredients market will register a lower CAGR than the market in Asia Pacific's, but by the end of 2027, it will account for comparatively larger

revenues. By 2027, the Middle East and Africa (MEA) region is expected to register a relatively slower expansion of the global market for food ingredients. Meanwhile, the global nutritional ingredients market has witnessed important growth in the past years, reaching a value of USD35.56bn in 2019, according to research and analytics company Azoth Analytics. The growing awareness about health and wellness

among the urban population together with the increasing disposable income of the population is driving the growth of the nutritional ingredients market in the region. The large urban population and the rapidly growing retail industry creates favourable conditions for the growth of the market. Finally, the market for enzymes was valued at USD3.17bn in 2019, while in the same year, the market for preservatives was valued at USD3.41bn. The Asia Pacific (APAC) region is anticipated to reach USD22.86bn in 2027, growing at a CAGR of 9.97%. Developing countries are the fastest-growing consumer of food enzymes as their per capita income increases the demand for packaged food. Europe is estimated to be the second-largest consumer and producer of food enzymes and is projected to hold approximately 28% of the global market share in 2027. North America is anticipated to register the highest growth rate of 10.12% for enzymes due to changing consumer lifestyles and increased nutritional awareness. ■





GROWTH SEEN BY ALL CATEGORIES

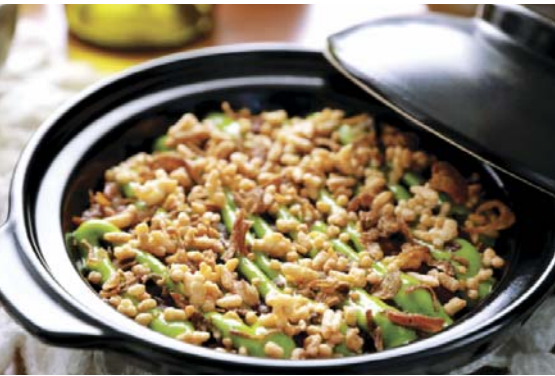


Spain and Portugal have without a doubt some of the most imaginative and fulfilling gastronomies in the world, and this has translated to the frozen food market, where companies have successfully adapted traditional recipes into convenient packaging with a longer shelf life. But other categories, like frozen fruits and vegetables or frozen processed seafood have also enjoyed great success, especially during lockdowns as restrictions, following an otherwise European-wide trend.

Despite some similarities between the two markets, frozen food had different fortunes prior to 2020: while the overall sector increased in Portugal in 2019 vs. 2018, it seemed to experience a slower evolution in Spain in the aforementioned timeframe. In Portugal, according to Euromonitor

International data, frozen processed fruits and vegetables has been the largest category, with a market value of EUR116.1m, a moderate increase when compared to the figures from 2019 (+7.8%). Next up is processed seafood, with a market value of EUR46.1m, a growth of 7.5% to 2019 (EUR42.9m). Frozen pizza takes third place (EUR44m,

+7.8% vs. EUR40.8m in 2019), followed by the processed meat category (EUR34.2m, +7.1 vs. EUR32m in 2019). The last segment that crossed the EUR10m mark is frozen ready meal with a market value of EUR22.7m in 2020, an 5.9% increase when compared to the 2019 value of EUR21.5m. Processed baked goods registered a



116.1
million EUR was the value of the frozen processed fruits and vegetables category in Portugal in 2020.

value of EUR5m, a very slim growth in comparison to the 2019 data, when the market stood at EUR4.9m. The smallest category was frozen meat substitutes, with a market value of just EUR3.9m in 2020. What's interesting is that this is the sector with the highest increase, +45.5% vs. 2019. All in all, the frozen food market in Portugal reflected the global trends in terms of growth; averaging the sector-by-sector growth, without taking market shares into account, this stood at 7.7% in 2019 vs. 2018 and saw an impressive evolution to reach 12.2% in 2020 vs.2019. In Spain, the higher demand for frozen food in 2020 is even more obvious. Leaving the frozen meat substitutes aside, as this category saw a 91% increase in value in 2020 vs. 2019, the average growth for all other sectors stand at 5.3% in 2020 vs. 2019. It might not seem impressive, but the previous data set (2019 vs. 2018) saw a decrease of .5% in terms of value. Again, frozen fruits and vegetables stands as the largest sector, but the figures are three-fold those in Portugal. In 2020, the category reached a value of EUR332.7m, a 7.4% growth when compared to the 2019 value of EUR309.8m. Next up are frozen pizza (EUR293m, up 5.1% vs. EUR278.8m in 2019) and frozen ready meals (EUR290.8, up 6.8% vs. EUR272.5m in 2019), followed by frozen processed seafood (EUR192.5m in 2020) and frozen processed meat (EUR103.3m in 2020).

CONSUMER BEHAVIOUR IN SPAIN CHANGED DUE TO THE PANDEMIC

A Kantar study from earlier this year shows that Spaniards have had to adapt as the pandemic evolved. Key consumer behaviour changes due to COVID-19 have been that Spaniards consume food and drink over the same number of occasions, but in different places and in different ways, creating new opportunities.

According to Kantar, consumption for pleasure increased in 2020, with 2,445 million more at-home consumption occasions than in 2019. Indulgence products appear to be a value generator, as people are prepared to pay 15% more, the study shows. Since 2018, on average more than 16% of consumption occasions each quarter took place outside of the home in Spain. However, that trend fell to 4.2% in the second quarter of 2020, coinciding with the strictest months of lockdown, and to 12.7% and 10% in the third and fourth quarters of 2020. Prior to the pandemic, the Spanish consumed outside the home an average of 5.4 times a week; in the last analysed period of 2020, this dropped to three times a week. Of all occasions, it is breakfast that people most prefer to have outside, with consumers leaving between-meal snacks, for example the afternoon snack, for the home. The Kantar study points out that even though trends change and consumers opt for different ways of eating – outside the home, at home, or delivery – the number of occasions of food and beverage consumption per individual per week has held steady at around 28 over the past three years. In conclusion, the number of consumption occasions remains the same, only the places of consumption have changed. As for meal times, changes in employment patterns, including unemployment and teleworking, have led to breakfast being eaten later in 2020, but this did not affect the other meal times of lunch, afternoon snack and dinner. However, the time we now spend cooking compared to 2018 has increased by 2.3% for weekday lunches and by 1.8% for weekend lunches. The time spent preparing dinners has also increased, although to a lesser extent, by 1% on weekdays and 1.3% at the weekend. The pandemic has also brought about

changes in food preferences and priorities, according to Kantar. In 2020, 56.1% of those surveyed by the research company claimed to be 'concerned about the nutritional composition of what they ate', representing 2.3% less than in 2019. Furthermore, 10.8% said they prefer to order food at home rather than go out to eat, which is 2.6% more than in 2019, representing a significant increase in home delivery. Finally, another change in trends has been the dip in popularity of the flexitarian diet, which had been booming in recent years. 20.6% of those surveyed say that they 'try to reduce meat and fish consumption', which is 1.4% less than in 2019. ■

91%
was the increase in value registered by frozen meat substitutes in Spain in 2020 vs. 2019.



293
million EUR was the value of the frozen pizza market in 2020 in Spain.



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www.ebrofrost.com

BIRDS EYE EXTENDS GREEN CUISINE RANGE WITH FISHLESS FINGERS

Birds Eye is branching out into fishless alternatives for the first time, expanding its popular Green Cuisine range with the launch of Fishless Fingers. Debuting in Sainsbury’s in late June, the launch follows the success of previous Green Cuisine products that have recreated classic Birds Eye products, such as Chicken-free pieces, which now contribute to 38% of sales. The Fishless Fingers, covered in the Birds Eye Fish Finger signature crumb for the same, recognizable taste, offer a range of nutritional benefits, such as being a source



of omega 3 which plays an important part in maintaining heart health.

www.birdseye.co.uk

FOOD UNION PRESENTS COCKTAIL-INSPIRED ICE CREAMS



Food Union has developed a range of novel cross-category ice creams inspired by some of the world’s best loved cocktails. Fusing the power of mixology with their confectionary expertise to create new taste sensations – bringing the bar to the freezer – with flavours based on cocktail favourites, Orange Spritz and Piña Colada. Both cocktail inspired products fall under Food Union’s EKSELENCE brand. To create these hybrid products that fuse cocktail bar favourites with ice cream, the Food Union development teams went through extensive processes to create, test, taste, and tweak.

www.foodunion.com

NEW FROZEN YOGURT FROM HI-CHEW AND MENCHIE’S

HI-CHEW has teamed up with Menchie’s Frozen Yogurt, North America’s largest self-serve frozen yogurt franchise to unveil a new frozen yogurt flavor – HI-CHEW Raspberry, which will be available at participating Menchie’s nationwide stores in the US. The limited-edition offering takes inspiration from one of HI-CHEW’s newest flavors, Raspberry, which debuted earlier this year within the Berry Mix. Known for its perfect blend of tart and sweet with a vibrant pinkish hue, HI-CHEW™ Raspberry delivers on that refreshing depth of flavor in each bite. The Menchie’s team and HI-CHEW™ confectionary experts worked to perfect the fruit-forward notes and true-to-life color to create this delectable frozen treat. Inspired by the flavors of summer, this refreshing frozen yogurt will help cool down warm-weather days spent by the pool, at the park or on the beach.



www.hi-chew.com

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SIRHA OPENS ITS DOORS AGAIN

While the trade fair industry came to a still in 2020, things appear to be looking up this year and positive messages are being sent by event organizers all around the world.

It's great to see the industry moving again, and even though there are still a lot of events still to be firmly confirmed, the ones that are about to take place will surely breath new life into several areas, one of which is foodservice. Still, it should be noted that while excitement is high, it's hard to see the same number of exhibitors as in previous editions, as the current environment may still be considered unsafe by many.

Initially scheduled for January 2021, Sirha, one of the largest international foodservice events, will take place between 23 and 27 September 2021 at Eurexpo, Lyon, France. Sirha, which will celebrate for the occasion its 20th anniversary, will explore and highlight contemporary foodservice through the wide offer of its exhibitors and event spaces: life-size exhibition, conferences, and masterclasses. Luc Dubanchet, GL Events brand manager, has also revealed the implementation of a global brand which will include all the GL Events trade shows under the same umbrella called Sirha Food. Accordingly, Sirha Lyon has now integrated the Sirha Food brand and digital ecosystem and will offer a new digital service: Sirha Connect. This powerful app will connect Sirha Lyon's exhibitors and professional visitors, enabling them to exchange before, during and after the event. It will offer the possibility to plan business meetings as well as Instant Messaging and digital business meetings features. New local and environmentally friendly stall design/creation packages will make it easier for exhibitors to create and set up their stalls.

Sirha Lyon 2021 will demonstrate its ability to push back the boundaries of the events industry, to generate novelty



and new services in support of the exhibitors and visitors, in a conscious and responsible way, according to the organizers. "Sirha Lyon in September will send a strong signal for recovery and reconquest," says Marie-Odile Fondeur, managing director of Sirha Lyon. "It paves the way for a new economy of foodservice for the post-COVID-19 era." Sirha Lyon is a member of the Sirha International Network along with Sirha Budapest, Sirha Istanbul, Sirha Green, Bocuse d'Or, Coupe du Monde de la Pâtisserie, Omnivore 2019, Mondial de la Bière, and European.

Sirha Lyon showcases live labs, demonstrations, and contests. Among those are Sirha Hub (100 years of "Chefs revolution", 100 years of influence in the world of foodservice), Sirha Innovation, where 12 prizes will be awarded as part of the Sirha Innovation Awards, Sirha Masters (5 top stages dedicated to waitering, food producers, and foodservice professionals), and of course the Sirha Contests. This edition will feature 20

national contests and 3 international contests: International Catering Cup, Pastry World Cup, and Bocuse d'Or. Sirha 2019, the latest edition of the event, saw an attendance of over 225.000 professionals, 14% of which came from abroad. They came from all foodservice sectors: commercial catering (27%), bakery&pastry (13%), equipment manufacturers&installers (9%), foodservice trades (9%), distributors & wholesalers (8%), and many others. As far as international attendance goes, 2019 saw 30.581 foreign visitors from 152 countries. Most came from Switzerland, Italy, Spain, Belgium, and the US. During the fair, almost 2,000 exhibitors covered 140 000 sqm to supply all branches of foodservice. Sirha is a trade show created by GL Events, a leading international integrated group in the events organisation sector, with a presence on 5 continents and 20 countries. With 4,300 employees, GL events Exhibitions organises more than 200 shows, exhibitions and contests worldwide. ■

1

JANUARY/FEBRUARY

Ad closing 01.02
Publishing 12.02

Frozen Pasta for Catering and Foodservice

product innovation, manufacturers, suppliers

Bakery and Pastry

key market players, producers, suppliers

Frozen Desserts

market dynamics, new product development

Bio and Organic Products for the Food Industry

clean label and energy saving products

Frozen Potato Market

innovative products and European overview

Frozen Potato Technology

cutting, slicing, peeling, dicing

Technology & Logistics

conveyor belts, spiral ovens, IQF freezers & chillers

Packaging Technology

state-of-the-art equipment and solutions

Smart Industrial Kitchens

trends and digital solutions

Ice Cream Market in Europe

evolution and estimates

Nutrition & Ingredients

for frozen bakery and potato products

Frozen Food in Germany

recent developments, review, estimates

Trade fairs: Biofach, Gulfood, FoodEx JAPAN, FoodExpo Greece, M.A.D.E., Sandwich & Snack Show, Parizza, FoodEx Birmingham

3

MAY/JUNE

Ad closing 28.05
Publishing 14.06

Frozen Food from Italy

market overview for retail and foodservice

Frozen Pasta & Sauces Market

trends, new product development, producers, suppliers

Frozen Pizza Market

major producers, suppliers, country breakdown

Technology and Innovation for Frozen Pizza

processing machines, toppings, portioning and forming

Ingredients for the Food Industry

for pasta, pizza, ready meals (herbs, rice, vegetables, mushrooms, processed meat)

Frozen Finger Food, Fried or Baked Mix Balls

trends and successful products

Frozen Burgers

new products, producers and suppliers

Frozen Snacks and Pastry

innovative products for retail and foodservice

Optical Sorting Technology

innovation and latest equipment

Deep Freezing Technologies, Proofing, Baking, Cooling

for bakery applications

Frozen Food in the US

evolution, challenges, opportunities & major players

5

SEPTEMBER/OCTOBER

Ad closing 10.09
Publishing 24.09

ANUGA SPECIAL EDITION 2

Key Exhibitors Road Map and Event Agenda

Anuga Trends

special report

Bakery & Pastry

new product innovation, suppliers, producers

Frozen Vegetables, Fruit, Mushrooms, Green Herbs

solutions for retail and foodservice

Technology Innovation for Frozen Vegetables and Fruit

cutting, slicing, peeling, dicing

Technology & Logistics

trends and solutions in packaging equipment

Technology Automation & Artificial Intelligence

applications in professional kitchens

Meat and Poultry Products

market overview in EU vs USA

Frozen Food in France

key players, product innovation, suppliers

Global Retail Market

consumer behavior, new products, processors, suppliers

Nutrition & Ingredients

for pre-baked and ready to bake foods

Trade fairs: Anuga, Process Expo Chicago, iba, INTERPOM/Primeurs, Alimentaria FoodTech, Gulfood Manufacturing, PLMA Chicago



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MARCH/APRIL

Ad closing 26.03
Publishing 12.04

Appetizers, Snacks and Pies

high convenience, filo pastry products, pizza, ready meals

Frozen Vegetables, Fruit, Mushrooms, Green Herbs

trends and market overview

Technology Innovation for Frozen Vegetables & Fruit

cutting, slicing, peeling, dicing

BeNeLux Market Review

major players and new products

Cooked & Pre-Cooked IQF products for the Food Industry

rice, pasta, sauces, cereals, noodles, vegetables

Technology & Logistics

industrial freezing equipment

Technology and Equipment for Frozen Bakery

proofers, ovens, coolers, freezers

Meat Alternative Products

plant based substitutes

Thermal Equipment & Chillers

technological flexibility in professional kitchens

Private Label Food

innovation, new products, producers, retailers

Frozen Fish & Seafood

sustainable practices, market overview, major processors

Nutrition & Ingredients

vegetables, fruit and herbs

Frozen Food in the UK

market overview

Trade fairs: PLMA, Cibus, Sirha, Snackex, CFIA, Alimentaria

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JULY/AUGUST

Ad closing 30.07
Publishing 16.08

ANUGA SPECIAL EDITION 1

Coated/Breaded/Batter Foods

new products, market evolution

Ethnic Foods - Greek, Mexican, Italian, German, French & Asian Food

product trends, producers, markets overview

Potato Market Update

frozen fries market overview in retail & foodservice

Potato Technology Innovation

new equipment for frying, cooking and seasoning

Vegetarian and Vegan Food

product trends, innovations

Technology & Logistics

trends in cold storage and warehousing

Frozen Food in Spain and Portugal

latest market developments

Technology & Logistics

industrial freezing equipment

Dishwashing Machines for Professional Kitchens

highly efficient and environmentally friendly

Nutrition & Ingredients

trends for coated and breaded products

Trade fairs: Anuga, Polagra Food-Tech



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NOVEMBER/DECEMBER

Ad closing 26.11
Publishing 10.12

Ready to bake & Pre-Baked Foods

market innovation, producers, new products

Convenience Food for Retail & Foodservice

European market evolution, category breakdown

Frozen Products for Catering & Foodservice

suppliers, producers, processors

Meat and Veggie Burgers

innovation and trends

Technology & Logistics

freezing and chilling equipment

Quick Service Restaurants & Bar and Snack Channel

market evolution, leading operators in Europe

Front Cooking Devices, Bakery Stations and Take-Away-Counters

equipment innovation & hygienic requirements

Nutrition & Ingredients

ethnic food innovation

Frozen Food in Scandinavia

producers, suppliers, consumer trends

European Retail Market

suppliers, major retail categories, food trends

Trade fairs: Fruit Logistica 2022, MARCA, Gulfood 2022

Frozen Food Europe

on social media



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