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Tricolore vegetable fries

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8-Herbs mix

Edamame soy beans

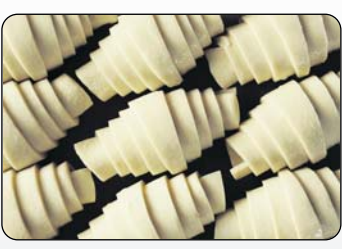




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By **Bogdan Angheluta**,
Editor in Chief



IT'S TIME TO REAP THE REWARDS

As the industry gets ready to meet at Anuga, it becomes clear that the worst is now behind us. It's something we've all worked towards, so now it's time to get back to doing business. It's time to reap the rewards. While the need to implement different measures in order to prevent further disruption is still there, it's safe to say that things are back on track. We can focus on discussing how to further advance the industry, how to adapt to new trends and cater to the demands brought up by consumers. Innovation should again be a priority, although I doubt it was ever put on hold. At the same time, we should focus on themes like sustainability, which will guarantee a deeper connection to the generations that are tomorrow's consumers.

Looking forward, I assume that the „healthy” trends – whether plant-based, free-from or other – will shape the industry. Products and processes alike will have to follow, and any delay in embracing these trends will be detrimental. Not to say everybody will focus on these, but history has taught us that once a trend becomes dominant, it will influence everything around it. All in all, the most important thing gained during these unusual times is the awareness on frozen food and its benefits.

There is still work to do, as consumers still need to be acquainted to the variety of products out there, but the starting position is now better. In the end, we should simply be grateful for the opportunity to again talk to each other, exchange ideas, and take the industry forward. What is your take on the state of the industry? Share your thoughts at

bogdan.angheluta@trade.media. ■



While the need to implement different measures in order to prevent further disruption is still there, it's safe to say that things are back on track.



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US

GOOD CATCH BREADED SEAFOOD LINE LAUNCHES AT SPROUTS

Gathered Foods, makers of Good Catch plant-based seafood, announced its nationwide launch in the US in Sprouts Farmers Markets. The healthy grocer now carries the latest product innovations from Good Catch - Plant-Based Breaded Fish Sticks, Plant-Based Breaded Fish Fillets and Plant-Based Breaded Crab Cakes - across 340 stores nationwide. This breaded line complements the Good Catch portfolio of six offerings, including Plant-Based New England Style Crab Cakes, Plant-Based Thai Style Fish Cakes, Plant-Based Classic Fish Burgers and Plant-Based Tuna.

GLOBAL

THE J.M. SMUCKER CO. ANNOUNCES FISCAL 2022 Q1 RESULTS

The Company announced results for the first quarter ended July 31, 2021. Net sales decreased USD113.8m (-6%). Net sales excluding divestitures and foreign currency exchange increased 1%. Net income per diluted share was USD1.42, while adjusted earnings per share was USD1.90. Cash from operations was USD137.8m, a decrease of 66%. Financial results for the first quarter of fiscal year 2022 reflect the divestiture of the Crisco business on December 1, 2020, and the divestiture of the Natural Balance business on January 29, 2021.

EUROPE

IGD: CONVENIENCE GROWS IN EUROPE



In its latest research for the global convenience market, IGD, provider of foresight and analysis for the food and consumer goods industry, reveals that 70% of the top 10 global convenience retailers for sales per square metre are based in Europe. Forecasted growth of the seven retailers is set to add EUR3.5bn in sales by 2026, which is a compound annual growth rate of 3%. "Unlike other regions, the 'top-up' shop plays a significant role in European shopper habits and demand has increased as a result of the pandemic. Consequently, basket sizes are larger, which means stores need to carry a wider range of goods," Charles Chan, senior Retail analyst and author of the report, explains. "Moving forward, the sector will need to maintain and grow its market share by focusing on neighbourhood stores and expanding

its ranges. Convenience retailers have benefited from shoppers supporting local businesses, so focusing on long-term loyalty is a priority. Brands need to go beyond price, looking at engagement and customer experience, both of which are returning to the forefront as COVID-19 restrictions continue to ease." In the UK alone, convenience sales are forecast to grow by 12.5% (+GBP5.5bn) by 2026, driven by a continued focus on neighbourhood locations, underpinned by higher levels of working from home and suburban living. From a global perspective, the convenience market is continuing to grow at pace driven by the USA, China and Russia, with 7-Eleven maintaining a significant lead globally. The top 10 players will add USD43.1bn in sales by 2026, which is a CAGR of 3.7%.

SWITZERLAND

GIVAUDAN OPENS NEW PROTEIN HUB



Givaudan expanded its global protein innovation network with a new Protein Hub at its flagship

Zurich Innovation Centre in Kempthal, Switzerland. The Protein Hub builds on Givaudan's industry leading expertise in taste, texture, colours, proteins and ingredients, and provides the experts,

technologies and equipment to help accelerate the development of alternative proteins. Equipped with a state-of-the-art development kitchen and a pilot plant that includes a new high moisture extrusion machine, the Protein Hub is an integral part of Givaudan's global protein innovation network. Customers can come to the Protein Hub to work on all types of applications and every aspect of the product development process, from initial ideation and consumer insights to hands on prototyping sessions - all with the aim of getting products to market quickly.

US

WAVEPOINT ACQUIRES ALCOR COLD STORAGE

Wavepoint 3PL, an expanding provider of single-source supply chain solutions, announced the acquisition of Alcor Cold Storage. Alcor strengthens Wavepoint's position as a growing player in the 3PL space, adding more than 2 million cu. ft. of temperature-controlled refrigerated and frozen space, with deep-frozen capabilities to -15oF. Alcor is well known throughout the Northeast US for traditional temperature-controlled storage, with a growing portfolio of complex final mile services, including e-commerce, store door delivery, and foodservice redistribution.

NEW

CRISPY TARTS



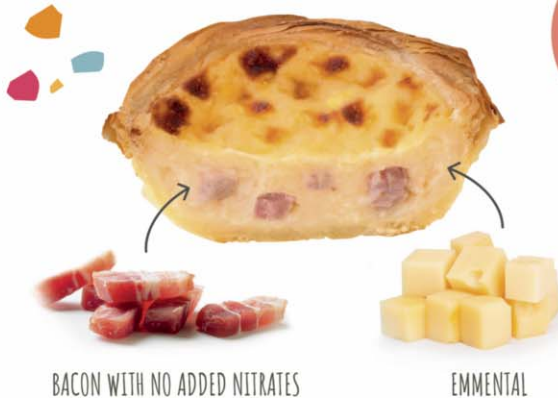
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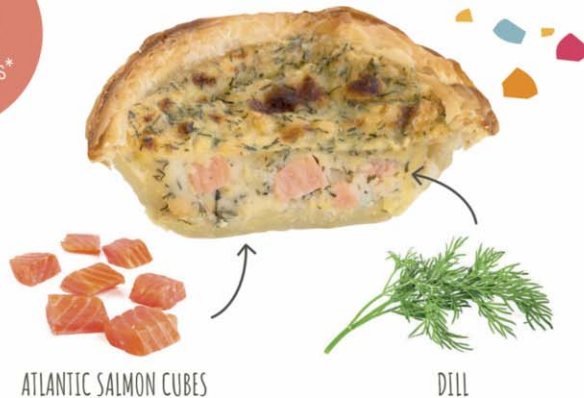
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Salmon & Dill Tart



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GLOBAL

TREEHOUSE FOODS REPORTS Q2, 2021 RESULTS

TreeHouse Foods, Inc. reported that net sales for the second quarter of 2021 totaled USD1.003bn compared to USD1.04bn for the same period last year, a decrease of 3.7%. As a consequence, TreeHouse revised its full year 2021 guidance ranges reported net sales between USD4.20 to USD4.45bn, and free cash flow of USD250 – USD300m. The reduction was primarily driven by the second quarter revenue shortfall, continued uncertainty within the macroeconomic environment and its impact on consumer purchasing behavior.

EUROPE

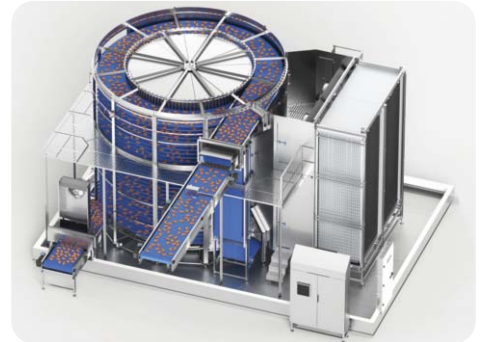
ARYZTA SELLS BRAZILIAN BUSINESS TO GRUPO BIMBO

ARYZTA AG announced it has successfully signed binding documentation concerning the disposal of its Brazil businesses to Grupo Bimbo SAB de CV. The transaction is expected to complete by the end of Q2 of ARYZTA's financial year 2022, and is subject to closing conditions customary for this type of transaction. ARYZTA was advised on the Brazil transaction by Houlihan Lokey and Alantra, PinheiroNeto and KPMG. ARYZTA also announced that it has entered into an underwritten agreement with three banks for a new EUR500m revolving credit facility.

GLOBAL

FREEZING EQUIPMENT IN HIGH DEMAND

Global sales of frozen food equipment are estimated by analysts to be up to a billion Euros a year. David Hallifax, head of the EMEA region within the Frozen Food Business Unit at GEA says the reasons for this spectacular growth across the world are obvious – food preservation, reduced waste and convenience, not to mention the fact that freshly frozen foods are just as nutritious as when they were plucked from the field, bush or freshly made in the case of meals, breads, and other prepared foods. “Because of this constantly growing demand, freezer design is a bit like the performances at the Olympics: year on year, the machinery is larger, faster and stronger and has to be more efficient in operation.” So what should food manufacturers be looking for from freezing equipment? David Hallifax sees the technology evolving all the time, the key drivers being stringent hygienic requirements, high product quality and yield, minimum energy consumption and effective frost management for long operating times. “New and innovative products, like vegan alternatives, demand new process lines, which create engineering challenges, especially in



aging factories with limited space. Increased production demands with limited downtime for hygiene and maintenance require that suppliers have local service networks to ensure continued production, coupled with remote diagnostic tools – and it's important to focus strongly on this aspect of the freezer business. Other technological developments include minimising the use of refrigerants through clever automated valve control systems such as GEA IVS, to extract optimum levels of heat exchange within the freezer. This innovative process leads to intelligent control systems like GEA Callifreeze that automatically monitor frozen food discharge temperatures and control the refrigeration and freezer operating parameters autonomously,” Hallifax adds.

GLOBAL

FROZEN SEAFOOD SALES TO SURPASS USD43.3BN BY 2031



Processed seafood will be a top contributor in the frozen seafood sales, accounting for over 70% of demand through 2031, according to a new study by research company Fact.MR. The global frozen seafood market is estimated to total a valuation of USD27bn in 2021. Driven by increasing demand for convenient food across the globe, the market is projected to surpass USD43.3bn through 2031. The

market registered growth at 3.8% CAGR between 2016 and 2020. However, with the onset of COVID-19, which triggered hoarding practice among consumers as they adopted extended period of self-isolation, the demand for frozen food surged. Recognizing the opportunity, key players are increasing the production of frozen seafood, the report shows. Focus on product innovations is therefore at all-time high. For instance, some of the leading manufacturers are increasing the production of frozen shellfish.

US

AMY'S KITCHEN OPENS CALIFORNIA PRODUCTION CENTER

Amy's Kitchen is mostly known for its range of vegetarian and vegan retail products. At the new facility in San Jose, California, the company is producing frozen organic pizzas and is looking to hire more workers as it intends to expand the production lines to allow manufacturing of frozen enchiladas. According to Mercury News media outlet, Amy's Kitchen sought out the new location because it discovered that people working from home during the COVID-19 outbreak were seeking more frozen foods.

EUROPE

BLUENALU INTRODUCE CELL-CULTURED SEAFOOD IN EUROPE

Nomad Foods, Europe's leading frozen food company and BlueNalu, a leading innovative food company developing a variety of seafood products directly from fish cells, have agreed to explore the introduction of cell-cultured seafood in Europe, where demand for sustainably produced, healthy seafood products continues to grow. Europe is the largest importer of seafood in the world due to high consumption rates, with EU citizens consuming more than three times as much as they produce. The agreement represents the first of its kind in Europe between a consumer packaged goods company and a cell-cultured seafood one, and underpins Nomad Foods' commitment to sustainable growth through the development and scaling of emerging food technologies. This signifies



a mutual interest in the commercialization of cell-cultured seafood in Europe to help meet rising demand and support wider efforts to safeguard the long-term availability of quality, affordable seafood. It includes a collaboration to conduct market research and identify consumer insights, assess regulatory requirements, and explore new business and product opportunities that would be unlocked by the introduction of cell-cultured seafood throughout Europe. "The food industry is at a transformational moment as consumer demand for nutritious, high-quality food is growing, the importance of sustainability has never been more apparent, and the role of technology in delivering these needs is accelerating," Stéfan Descheemaeker, chief executive officer, Nomad Foods said.

GLOBAL

GLOBAL INDUSTRIAL REFRIGERATION MARKET WILL GROW

The global industrial refrigeration market is predicted to witness a rise in revenue from USD20.1bn in 2020 to over USD30.2bn by 2028 at a CAGR of 5.3% from 2021-2028, according to a new study by Research Dive. By application, the food and beverage sub-segment is anticipated to witness a rise in revenue from USD11bn in 2020 to over USD16.6bn by 2028 at a steady CAGR in the forecast period. Food consumption varies from one person to the other and the shift in trends which has led to increased demand for more processed food products has resulted in production of more refrigerated warehouses. These factors are expected to add to the growth of the segment in the analysis period, according to the study. By component, the compressor sub-segment is predicted to garner a significant revenue of USD11.9bn by 2028.

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US

AYO FOODS ENTERS KROGER PARTNERSHIP

AYO Foods, a frozen food brand delivering an authentic line of West-African inspired cuisine, announced that its products are now available across the US at Kroger, and Kroger owned banners nationwide. The company's new partnership with Kroger, along with a growing body of fast-growing regional grocers like Mom's Organic have led to an 80x increase in distribution for AYO, allowing them to meet the growing demand for the flavors of West Africa nationwide.

UK

CLEGG FOOD PROJECTS BUILDS COLD STORE FOR UK'S GREGGS

A brand-new automated cold store has been built by food and drink construction expert Clegg Food Projects for the UK's leading bakery food-on-the-go chain Greggs. Located between two existing manufacturing units at Greggs' Balliol Business Park in Newcastle Upon Tyne, the new automated high bay frozen cold store is 32m high and will be used for the bulk storage of frozen products ready for distribution to Greggs stores across the UK, supporting the firm's growth plans.

SPAIN

VIRTO GROUP CHOSSES TOMRA FOR EQUIPMENT RENEWAL

VIRTO GROUP, the largest frozen vegetable company in Spain, has again chosen TOMRA to update its main plant in Azagra (Navarra) with eleven Nimbus BSI+ sorters. This frozen vegetable mixing, packaging, storage, and distribution center is one of the most technologically advanced in the industry.

Although the Nimbus BSI+ had traditionally been used mainly for sorting dried fruits, once the TOMRA sales team understood VIRTO's needs, they thought it could achieve excellent results for them. Minor modifications were made to the chassis to fit the company's sorting lines in the adaptation process. A month-long validation process was completed, which evidenced the high added value of the BSI+ technology. The eleven Nimbus BSI+ machines' installation for the eight production lines (of which three double lines for more complex products) was carried out during July, August, and September of 2020. The eleven Nimbus BSI+ machines are dedicated to the final sorting process of deep-frozen vegetables and other mixed products that the company sells to



supermarket chains. "We've always had good machines, but we wanted to get close to 100% efficiency. With the BSI+ technology, we achieve good results with a simple to program machine that delivers minimal false rejection. TOMRA's BSI+ technology shows great potential – and we are only at the beginning, having just completed the installation. We have a way to fulfill the units' full potential, achieving the best possible performance with the lowest possible rejection rate. The reality is that the new TOMRA units can do some things that were complicated before we had them. These machines provide a better solution to our needs," said Francisco Casas, in charge of sorting at VIRTO GROUP.

SOUTH AMERICA

EMERGENT LATAM LAUNCHES, COMPLETES FIRST ACQUISITION

Sao Paulo-based Emergent LatAm, the region's newest temperature-controlled warehousing and logistics provider,

announced the launch with a USD450m capital raise, which will provide food and beverage customers with access to the region's highest quality cold storage facilities and fill a growing need for integrated end-to-end logistics solutions within the market.

Anchor investors are Lineage Logistics, Stonepeak Partners LP, and D1 Capital Partners. Emergent LatAm also announced the completion of its first strategic acquisition of Perú's newest and most advanced individually quick-frozen fruit processing facility located in Piura, along with its 7,300-pallet-position warehouse which serves Northern Perú's domestic customers as well as the import/export trade at Paita Port. The company will invest in existing leading cold storage operators and new greenfield projects throughout Latin America.

US

THE WENDY'S COMPANY REPORTS STRONG Q2 2021 RESULTS

The Wendy's Company reported net sales of USD493m for the second quarter of 2021, an increase of 22.6% when compared to 2020 same-quarter results. Year-to-date, the net sales have now reached USD953m. The increase in revenues was primarily driven by higher sales at company-operated restaurants, an increase in franchise royalty revenue, and an increase in advertising funds. These increases were primarily driven by positive same-restaurant sales.

4 FACTORIES

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45 COUNTRIES OF PRESENCE

40 BRANDS WORLDWIDE

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- > Potato / Spinach (*for vegans*)
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Regardless of the moment of consumption, bakery & pastry products are some of the most sought-after from a customer's point of view. There has always been a wide variety in terms of the offering, and new requirements regarding the quality of ingredients or their origins were successfully handled by manufacturers worldwide, especially those based in Europe. Even though new products do tend to follow those requirements, they still manage to cater to almost every taste. As a result, market growth is all but guaranteed.

According to a recent Marketsandmarkets report, the overall frozen bakery products market is projected to grow from USD22.3bn in 2021 to USD29.5bn by 2026, at a CAGR of 5.8%. Frozen

bakery products are increasingly becoming an integral part of the daily diet around the world, particularly in European countries, while the busy lifestyle of consumers has contributed to the growth of the bread manufacturing industry to produce



new products that could cater to the rise in demand from consumers, the study shows. The increase in consumption of frozen bakery products in the emerging markets of the Asia Pacific and Latin America has also led to a rise in the sales of frozen bakery products. The demand for frozen bakery products in developing regions is driven by the increase in disposable income. Category-wise, the ready-to-bake segment is the fastest growing due to the increase in demand for pre-baked products that take less time during the baking process and offer the facility of making fresh bakery products. The report also mentions the incorporation of low-temperature freezing technologies that has led to an increase in the commercial value of bakery products and shaped a new market for frozen bakery products.

RESPONDING TO NEW TRENDS

Manufacturers have of course been aware of the growing demand, and as such used this opportunity to bring to market products that check more boxes, especially when it comes to better-for-you trends. One example is **loniki**, which has analyzed the healthy 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. The Filosofy plant-based range is made up of Filosofy Plant-based Greek Pie with Beyond meat, 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. 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 loniki's co-branding pie has a great opportunity," Yiannis Portokalidis, marketing manager of loniki says.

ASSURING A BALANCED DIET

"**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," Chronis Kalogridis, Marketing & Exports director of KANAKI says. The products 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. "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

22.3
bn USD was the estimated value of the global frozen bakery products market in 2021.



INNOVATION

SILICONE MOULDS
manufacturer
for
Frozen food Industry



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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.

TRADITION AS PART OF THE PROCESS

"<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," Konstantakis Charalampos, CEO of Evoiki Zimi explains. Evoiki Zimi's new product line, which was launched at 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).

SOMETHING FOR EVERY TASTE

Neuhauser, a company that develops, manufactures, and distributes a wide range of bakery (frozen bread, tray part-baked bread, stone part-baked bread, and specialty bread), viennoiserie (ready to prove, pre-proved, frozen or fresh - milk rolls, brioche, beignet), and pastry products (frozen ready to prove or fully baked Pastel de Nata) has also expanded its range, introducing the Pastry Inspirations Shortbread tart with strawberries (a creamy recipe with a strawberry filling and a crunchy sugar topping and cookie pieces), Lemon Meringue (a lemon filling with

a touch of Yuzu with a topping of crunchy meringue pieces), and Crème Brûlée (a gourmet recipe with vanilla filling and AOP Isigny salted butter caramel).

INGREDIENTS ARE KEY

„Products with spinach and feta cheese continues to have high sales demand worldwide and this is a trend we have to follow,” says Sakis Ignatidis, Exports director of **Arabatzis Michail S.A.** „What we observe is an increased global demand for frozen dough products fueled by urbanization, consumers eager to buy ready meals and the new generations trends for quick and easy solutions on daily basis. They are also seeking high quality food at the lowest possible price.” Arabatzis is one of the leading producers of frozen dough products in Europe, and its consumer proposition is unique as it produces high quality products with Greek and Mediterranean recipes – products like filo Rolls, bougatsa with cream or hazelnut Praline, traditional country-style pies with spinach and Feta cheese (P.D.O.), puff pastries sheets and many more. „Each year we introduce new products worldwide, having a variety of more than 700 different products,” Ignatidis adds. „Generally, our Export and R&D departments operating globally, searching and focusing on each country and by localizing the inquired products. Our flexibility ensures that we can provide custom-made products when required, serve and satisfy consumers worldwide. Today, Arabatzis Michael SA ‘Hellenic dough’ produces many deep frozen products like Filo Rolls, Puff Pastry sheets, Filo dough, Croissants, Traditional Pies, Pizzas etc. which can be found in food stores, bakeries, hotels, supermarkets, and other retail outlets as well as restaurants worldwide,” he concludes. ■

5.8%
is the projected CAGR
of the global frozen
bakery products market
until 2026.



IT'S EASY



Traditional
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UNDERSTANDING THE ADVANTAGES

Frozen vegetables and fruits keep gaining ground vs their fresh, canned, or cooked counterparts in consumer preferences. End consumers can enjoy their optimum quality, due to the process by which vegetables, both conventional and organic, follow a process that involves picking or harvesting them at the peak of freshness and ripeness and then quickly freezing them.

The extended shelf life, even year-long, is a major advantage, especially since they can be enjoyed regardless of the season, while some fresh vegetables are missing from stores in several months of the year. This ensures the continuity of operations that depend on the inclusion of basic elements in a menu and their long-term budgeting, in a pre-established schedule. It's not just offerings for retail and foodservice that are more varied than ever; movements such as plant-based also create demand for frozen vegetables, as both types of products are characterized by their perceived benefits. So as consumers move towards meat-free diets, they have to replace it with something else - and right now, that "something" is more likely to comprise vegetables than plant-based products.

EUROPEANS LOVE THEIR VEGGIES

Europe is by far the world's largest importer of frozen vegetables, accounting for around half of global imports. The Centre for the Promotion of Imports from developing countries (CBI) revealed that European imports of frozen vegetables have increased annually by an average of 3% in volume in the period of 2014-2018. The largest share of imports is intra-European trade, while only 11% of imports come from developing countries. Until 2024, the European market for frozen vegetables is likely to increase with an annual growth rate of 2-4%. The main reason for the expected market growth is the convenience in eating and increasing consumption of ready-to-eat frozen

food. Also, consumption of vegetables (including frozen) is increasing due to the popularisation of vegan and vegetarian food across Europe. Regular fluctuations in imports will continue to be influenced by harvested crop volumes and accessory price developments, rather than changes in demand. Globally, in recent years the frozen vegetables market has been witnessing a tremendous rise in its valuation. The increasing preference for frozen vegetables among consumers, especially in Latin and North America, is boosting this market substantially. In the near future, demand is likely to rise in other regions as well. The rise in awareness levels regarding various benefits of frozen vegetables will also support the growth of this market.





Timeless taste



Get a watch, take off its hands: stop the time.

Our traditions are daily facing with culinary research, innovation pleases the need to find out new flavours. Original products are born, to be fried and baked; a timeless taste is born and leads to the ultimate delicacy, thanks to more than one hundred different proposals, for catering and dining bars.

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TOWARDS HEALTHIER SNACKS

Le Duc Food, producer and supplier of vegetarian snacks and appetizers, has recently launched a new veggie fingerfood concept: Veggie Fries. Although Le Duc has always been a specialist in vegetarian snacks producing for international Business-to-Business customers, the family business has never really communicated about its vegetarian assortment. In 2019 Le Duc changed its logo into Le Duc Veggie and started communicating the brand actively. Following the introduction in 2020 of a new range of Veggie Burgers, Le Duc will now launch a colourful range of Veggie Fries, in four different varieties at the Anuga in Cologne. Tasty veggie fingerfood snacks filled with vegetables, ideal for snacking at in-between moments. Dipping them in sauce or adding them as a side dish to a meal is an ideal way of stimulating to eat more vegetables. The Veggie fries weigh 12,5 gr per piece and are available in four different tastes and will be available for the foodservice and retail market. "As more and more people are consciously eating less meat, it is important to offer your guests vegetarian food and more vegetables in an attractive way. The way in which you present your vegetarian food is decisive in the success of your sales," says Dick den Hertog, founder of Le Duc. "During the COVID-19 pandemic, the sales of fingerfood was rising. Consumers have a greater need to comfort themselves by snacking at different moments of the day. That's why we extended our assortment with Veggie Fries. It goes without saying that vegetarian snacks should be tasty. Growing up between the onion- and potato fields, we respect nature and we



Photo: Ardo

realize that we can only make a tasty product with the best ingredients from nature," den Hertog adds.

THE FOOD OF THE FUTURE

Beyond the technology, though, it's important to bring to market products that follow trends and that sought-after by consumers. One such example comes from **Ardo**, which has recently updated its pulses range, waging on the ever-increasing need for healthier options. Pulses, seen by many as "the food of the future", are highly nutritious while being low in fat and a high fibre source of protein; pulses are also full of vitamins and minerals. As far as advantages go, pulses are varied, as they come in all shapes, colours, and flavours. They also represent an excellent meat

substitute, ideal for vegetarians, vegans, or flexitarians, not to mention the fact that they fit in the trend of superfood. Not least, pulses are sustainable, having a low carbon and water footprint. Producer Ardo has an extensive range of pulses, including red kidney beans, which have a slightly sweet taste and instantly add colour and fibre to a meal; black beans, which are extremely popular in Latin American cuisine; edamame soy beans (Mukimame), young, green soy bean pods which are highly nutritious and crunchy, grown in Europe; chick peas that are healthy, nutritious, making for an excellent meat substitute; cannellini beans, also known as white beans, which are a natural source of fibre and protein; and also the Tricolore lentil mix, a mix of green, brown, and red lentils.

24.6
*bn USD was the value
of the global frozen
fruits and vegetables
market in 2020.*

MODERATE GROWTH EXPECTED FOR THE FUTURE

All in all, the global frozen fruits and vegetables market reached a value of USD24.6bn in 2020, according to a report by IMARC. Looking forward, analysts expects the market to exhibit stable growth during the next five years and reach a value of USD28.6bn by 2026. Several advancements in freezing technologies for enhancing the shelf life and restoring the nutritional content of fruits and vegetables represent one of the key trends in the global frozen fruits and vegetables market. From a consumers' point of view, the sedentary lifestyles and the hectic work schedules are augmenting the demand for frozen fruits and vegetables, thereby representing one of the key drivers for growth. ■



Photo: Le Duc



EXPLORE

Intelligent Cutting Solutions

Urschel manufactures intelligent, sanitary food cutting machinery responsive to your processing needs and environment. Rugged design withstands harsh production conditions while maintaining precision cuts. Limited maintenance with the ability to run continuously for uninterrupted production presents significant cost-savings.

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MORE OPTIONS FOR MANUFACTURERS

The rapid growth in demand for frozen food has rejuvenated the entire industry, having an impact on manufacturers and technology providers. Whether it's cutting, sorting, or any other process on the way to creating the end product, manufacturers today have different options to choose from.

Urschel manufactures a number of different models including the DiversaCut® line. The DiversaCut 2110A® (DCA) Dicer for vegetables, fruits, and certain meats as the favorite/best-selling for dicing. The Sprint 2® Dicer (SPR2), Urschel's lower capacity version of the DCA offers cutting solutions for smaller processors. Precision in dicing is where the DiversaCut line excels. The exactness of each cutting station in relation the next delivers accurate cuts within specified targeted parameters for less waste. Recent additions to the DiversaCut line include the DiversaCut 2110A with Conveyor Discharge. This streamlines processors efforts to routinely discharge into totes and offers controlled and contained transfer

points. „The E TranSlicer® Cutter (ETRS) is the answer when slicing elongated products such as carrots, celery, leek, or green beans for frozen vegetable processors. This belt-fed slicer may also reduce pepperoni (without peppercorns). Different cutting wheels allow for very thin to thicker slices and julienne cuts. Crinkle and flat knives are available. The machine is also available in a bias slice version to capture niche markets. The E TranSlicer line-up has continued to expand with the latest offering including a conveyor discharge to deliver similar benefits of those listed above in the DiversaCut option,” according to Mike Jacko, vice president of Applications & New Product Innovation at Urschel. For frozen-tempered meats, bacon, or cheese, processors rely on the

Affinity® Dicer (AFF) or the smaller Affinity Integra® Dicer (Integra) or Affinity® Integra-D Dicer (Integra-D) in lower capacity applications. The Affinity series is known for handling high-fat or products that are normally difficult to process. Both the AFF and Integra-D offer U.S.D.A. accepted models. A recent addition to the Affinity line is the large Affinity with a built-in precutter. „The new Affinity with precutter specializes in the processing of meat logs. The precutter portion of machine is equipped with an affixed knife that works with the impeller to reduce the log as it enters a conical feeder. Reduced sections of the log then proceed to the other cutting stations to exit as dices or strips. The advanced design offers processors time-savings and reduces labor efforts

by incorporating a precutter within the existing footprint of the Affinity Dicer. It eliminates the need for third-party precutting equipment to simplify production line complexity and cost," Jacko adds. Aftersales services also represent a major business component for manufacturers. „The Urschel philosophy has remained the same since the inception of our company. The Urschel mandate is that no processor lose production due to unavailability of parts or service," says Alan Major, chief sales officer, referring to the importance of aftersale services. „Any capital equipment purchase is only as good as the after sales support, and Urschel quality extends from the integrity in the craftsmanship found in every Urschel machine shipped, to delivering the best customer service in the industry." He goes on to explain that Urschel continues to partner with processors all over the world wherever food is commercially processed. „Our commitment to the successful operation of our customers and to the food industry is evident by the amount of ongoing investment.

The investment in new offices around the globe. Investment in maintaining a multi-million dollar inventory to be able to ship parts on-demand, when customers need them. Urschel invests in research and development of new machinery and parts and the newest technology in manufacturing in order to deliver optimal parts to this thriving industry." As such, Urschel provides complete support for the long life

The exactness of each cutting station in relation the next delivers accurate cuts within specified targeted parameters for less waste.

Mike Jacko, vice president of Applications & New Product Innovation at Urschel



Photo: Urschel

VEGGIE



VEGGIE APPETIZERS
FILLED WITH NATURE

VISIT US AT ANUGA NR 4.2 D-060

NEW
VEGGIE FRIES



NEW: LE DUC VEGGIE FRIES

Tasty meatless finger food snacks, filled with vegetables, in four varieties. Snacking on these at different times of the day is an easy way to encourage eating more vegetables. Perfect for dipping.

Le Duc helps you to tempt your guests to regularly try tasty veggie snacks. All our products are filled with nature: real chunks of fresh vegetables, veggie cheese or potatoes. Come and visit us at the Anuga Trade Fair in Cologne. You are welcome to taste our range of veggie appetizers and veggie burgers. And, of course, the taste of our new Veggie Fries is not to be missed!



of every machine manufactured. Service technicians assist customers via phone, in-person, and live remotely. In-depth operating manuals offer additional assistance. After-sales support also includes assisting customers in determining additional capabilities of their Urschel machine. Test cutting of customer products supports their R&D efforts. Test cutting is available in-person, live remotely, or via video. Test cuts may be scheduled through their local Urschel contact, Major adds.

CUTTING FROZEN STRAWBERRIES: HOW TO PRODUCE AN OPTIMAL RESULT

Cutting frozen strawberries is not an easy process. Anyone who has tried to cut frozen strawberries mechanically, knows it can be very challenging. But when using the right tools, this challenge can definitely be handled. **FAM** has gathered valuable experience in cutting frozen food over the past decades. This experience has led to the development of several high-quality cutting machines that can handle all varieties of frozen food. For frozen strawberries, for instance, the FAM Tridis™ 180 and FAM Tridis™ 240 are perfectly suited to do the job. According to Sven Boen, Sales manager for EMEA & LATAM at FAM, the most important thing is to start by setting realistic expectations. Before deciding on anything, you need to be aware that strawberries have many varieties and depending on where and how they grow, they will behave differently when being cut. So, there is not one single solution and setup that will fit all strawberry cutting needs. Before deciding on a machine and starting the production, one should always test it in the production environment in order to estimate all aspects of the processing. „Even under ideal circumstances, it is unrealistic to expect all perfect-shaped cubes out of a natural spherical or irregular product. Depending on the final application, this might be more or less important. Of course, the product and the dice size will also influence the result. Take

the example of dicing strawberries with a diameter of 45mm in 10x10x10mm dices; even with reasonably large strawberries for cutting, you would have 4 perfect and 10 imperfect cubes per slice, with a maximum of 4 perfect pieces per strawberry.” The way the fruit has been frozen is also essential, he adds. Large blocks of frozen product sticking together will not yield a good result, whereas individual loose products will lead to better results. If a lot of ice is formed around the product, this will also show in the number of fines of the cut product. Only the tiniest pieces will be considered as waste, as most customers will consider even the incomplete dices as usable. Still, expectations must be realistic and in line with the end-product in mind. Another thing to keep in sight is that the appropriate temperature for cutting depends on the water content and Brix value. The Brix value tells you how much dissolved sugar is in a liquid solution. The higher the Brix value, the sweeter the liquid solution. „It is also vital to check the actual temperature of the product at the moment it is entering the cutting machine. Strawberries take up the room temperature very fast, so when the product leaves the freezer at -15°C but has to travel over belts for a few minutes before reaching the cutting machine, the temperature may have changed by a few degrees. The higher the ambient temperature of the room, the faster the product

temperature rises, which may cause the strawberries to become too soft to be cut properly,” Sven Boen explains. „As with most frozen products, it is crucial to first cut the product manually with a knife. If you can cut through the strawberry fairly easily, the temperature is also suitable for the blades of the cutting machine. If this is impossible, you need to re-evaluate the temperature. Realistically, the ideal temperature to cut uniformly tempered frozen strawberries is between -8° C and -12° C depending on the sugar content. It is not recommended to cut the product at a temperature above -5° C as the strawberry will not be firm enough to produce perfectly shaped cubes.” The choice of the proper slicing knife depends, among others, on the cut size, Boen adds.. The insertable slicing knife is the preferred solution if small cubes need to be produced, as it will create less ice powder. Application examples are 3mm cubes for baby food and 5mm cubes for yoghurt. Finally, testing starts with the first cut. One way of seeing if this goes well, is visually checking the inside of the drum during slicing. You will be able to see if the strawberries are bouncing off the slicing knife instead of going through nicely. If this happens, either the slicing blade is no

Even under ideal circumstances, it is unrealistic to expect all perfect-shaped cubes out of a natural spherical or irregular product. Depending on the final application, this might be more or less important.

Sven Boen, Sales manager for EMEA & LATAM at FAM



Photo: FAM

longer in good condition, or your product is simply too cold. „Whoever thinks cutting frozen strawberries is a no-brainer, is very wrong. But thinking the opposite is equally wrong. Yes, it does require more thought, experience and high-quality material than one would think at first. But with the right choice of strawberries, the right equipment and some sound advice, you can succeed regardless of your specific application,” they conclude.

AN AFFORDABLE SORTER FOR IQF FRUIT PROCESSORS

When it comes to IQF fruit processing, small and medium processors often cannot afford the same setup of sorting machines as larger processors. Whereas larger operations typically invest in a combination of different technologies like laser and camera, medium and small operations tend to rely on one sorter camera-based sorters which are less costly but also less sophisticated. This can put smaller businesses at a technical disadvantage. This is where **TOMRA** Blizzard



Photo: TOMRA

By more closely matching laser-based sorters than other camera-based machines, the Blizzard is an exceptionally cost-effective solution for small and medium IQF fruit processors.
TOMRA

comes into place – an affordable, camera-based sorting machine which minimizes the difference between cameras and lasers. “TOMRA Blizzard is an optical sorter designed to narrow the gap between cost and

efficiency. Unlike other camera-based sorters, the Blizzard’s cameras are combined with pulsed LED light. This greatly improves the contrast in

Your partner for high-quality IQF-vegetable cutting

Tridis 180



Tridis 240



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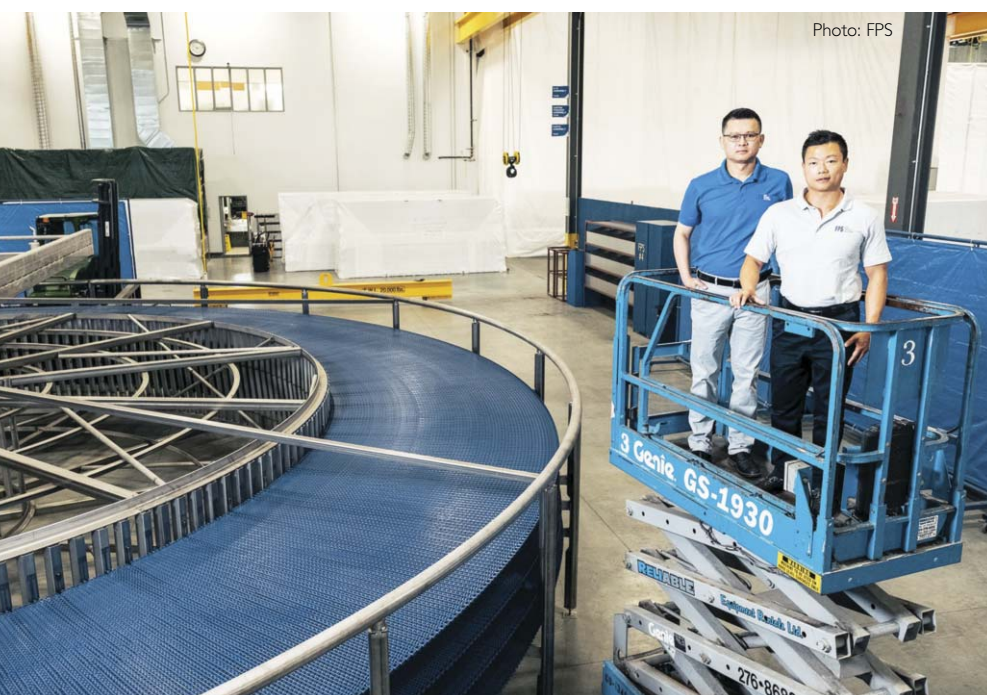
photographic images of the fruit moving down the line, giving the Blizzard an accuracy closer to laser-based sorters. And, at a more affordable price," TOMRA representatives say. The Blizzard's cost-appeal carries through to ownership, because its technologies are easier and more economical to maintain than laser machines'. Moreover, the Blizzard's LED lights have a life expectancy of 50,000 hours, which is vastly superior to the 9,000-hour duration of traditional bulbs. Less money has to be spent replacing bulbs and there's less machine downtime, an advantage especially worth having during the time-pressured harvesting season. The Blizzard also saves production time and expense because it can be located at several different places on the line: in the fresh area, directly after the freezing tunnel, and following storage, they add. The option of sorting before storage, removing unwanted materials such as stems and leaves, reduces post-freezing sorting time and costs. This also reduces the volume of materials going into storage by 5-10%, so that precious space and electricity isn't wasted on freezing materials that will ultimately be discarded. "Equally impressive is the Blizzard's sorting accuracy. Unwanted produce is removed so accurately that the waste of saleable product is minimized and yields maximized. Again, this is a

benefit of the intensity of the pulsed LED lights, which enable more accurate sorting than traditionally-lit machines. Operators also love the fact that the combination of cameras and LED lights provides exceptional stability: despite tough -and sometimes dirty- working conditions, the Blizzard's performance doesn't significantly deteriorate from the beginning to the end of a long shift." For some specific products such as cherries, another advantage is the Blizzard's usability in the fresh area. Here, color-based sorting is more accurate than it can be after freezing has had a whitening effect on the produce. With the industry trend towards fresh-side pre-sorting, this facility is becoming increasingly important, TOMRA representatives point out. "Most important of all, however, is the Blizzard's unrivalled balance between cost and efficiency. By more closely matching laser-based sorters than other camera-based machines, the Blizzard is an exceptionally cost-effective solution for small and medium IQF fruit processors. The big operators might have their lasers, but smaller businesses can also be confident of attaining food safety, high product standards, and consistent product quality."

'FIRST OF ITS KIND'

Designed as the 'first of its kind', **FPS's** 1.8m Extra Wide Spiral Freezer was built with one purpose in

mind – meeting market demand for higher capacity. For food processors, that is a critical factor. "We believe in forging partnerships that meet our customers' long-term needs and designing the spiral to match the conveyor system, optimizes seamless input and output of products," according to Justin Lai, VP of Sales and Marketing, FPS Food Process Solutions. Collaborating with Intralox, the conveyance solutions manufacturer, FPS has a long history of experience in forging complementary partnerships that meet high standards. Emerging technologies and customer expectations for safe, hygienic solutions in food production has consistently pushed FPS to go over and beyond. With a long history of experience in industrial freezing solutions over the last 10 years, FPS explores partnerships that complement the company's business model and product lines. "In the last three years, we experienced explosive growth in demand, resulting in acquisitions in Eastern Canada and New Zealand, as a strategic fit in diversifying and complementing our product line offerings. We listen to our customers and we deliver," adds Justin Lai. Achraf Elhassouni, global product manager – Spiral Platform, Intralox, believes customers are looking for ways to produce products on a higher scale. "To match their expectations, working in tandem with FPS to design, in my mind, a seamless, end to end DirectDrive™ System solution, really pushes the envelope to the highest standard. We are always looking for opportunities to learn from our partners and in turn, produce the best for our customers." ■



We believe in forging partnerships that meet our customers' long-term needs and designing the spiral to match the conveyor system, optimizes seamless input and output of products.

Justin Lai, VP of Sales and Marketing, FPS Food Process Solutions



SORTING SOLUTIONS FOR THE **FROZEN** **FOOD INDUSTRY**

For more than 45 years, TOMRA Food has designed and manufactured sensor-based sorting machines and integrated post-harvest solutions for the food industry, using the world's most advanced grading, sorting, peeling, and analytical technology.

ANUGA WELCOMES THE FOOD INDUSTRY

As the leading global trade fair for food and beverages, Anuga has reinvented this year with its hybrid concept - the physical trade on-site in Cologne is additionally enhanced by the digital format, Anuga @home.



The trade fair opens its doors at the fair grounds of Koelnmesse on October 9. In addition to the showrooms of the exhibiting companies, organizers will offer the digital counterpart to the exhibition stand. The new special events "Anuga Clean Label", "Anuga Free From, Health & Functional Foods" as well as the Anuga Meet More Meatless" format within Anuga Meat pick up on new consumer needs and offer buyers and the media an overview of product innovations in these trend categories.

EVENTS FOR THE FROZEN FOOD INDUSTRY AT ANUGA

TIEFKÜHL-STAR-NIGHT 2021

As part of the Anuga event programme, the dti, the trade journal Lebensmittel Praxis and Koelnmesse will present the awards for the

TIEFKÜHL STARS on 11 October 2021 from 6 p.m. Dr Tobias Wachinger, Senior Partner at McKinsey Munich, will give a talk on "The Crisis and the New Consumers: Lifestyle and Price Focus Will Be the Trends for 2021".

International Frozen Food Network

As a partner of Anuga Frozen Food and Anuga Culinary Concepts, the German Frozen Food Institute (dti) will be hosting an inaugural round table

with the International Frozen Food Network (IFFN), an umbrella organisation for frozen food trade associations from the US, the United Kingdom, France, Italy, the Netherlands, Austria, and Germany.

Frozen Food Round Table

In collaboration with the trade journal Lebensmittel Praxis (LP), the dti will host another round table on frozen food, which will be available to view on Anuga @home. Leading representatives from the frozen food

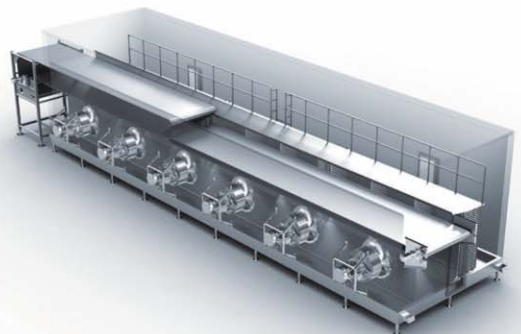


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FPS Food Process Solutions is a global leader in freezing and cooling solutions. Our range of Tunnel Freezer solutions ensures enhanced performance for controlled cooling and freezing for select items such as French Fries. This means better quality products, greater reliability and lower total costs of ownership.

We are setting new standards when it comes to partnership and collaboration. Our FPS Global team of engineers, hygienic experts and installation technicians will ensure our equipment exceeds your expectations.



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industry and the retail trade will discuss the latest trends and challenges in the frozen food industry in a debate hosted by Andrea Kurtz (LP).

Sustainability congress

The dti will also support Anuga and the Center for Sustainable Corporate Leadership (ZNU) at Witten/Herdecke University in staging the conference SHAPING SUSTAINABILITY TOGETHER – The Entire Chain at a Glance on 13 October 2021 from 11 a.m. to 2 p.m. The congress will highlight the economic benefits that sustainable management can bring at a company and product level.

NEW FOR 2021: ANUGA @HOME

The biggest change this year is the introduction of Anuga @home, which will be held from October 11 to 13, 2021. Anuga @home is offering an

extensive event programme on its digital event platform. The programme includes various theme-related congresses, discussion forums, virtual live stages, exhibitor product presentations as well as many opportunities for a personal exchange and networking. The featured events are:

- The 30th Professional Food Service Forum of the foodservice initiative committee of the DEHOGA is a special highlight. The event addresses entrepreneurs, decision-makers and key players from the gastronomy, foodservice and hotel and restaurant supplier industries. The participants in the hall and via the digital event platform can look forward to speakers and stimulating lectures on the opportunities in challenging times - among others with one of the most well-known and renowned politicians, the lawyer Wolfgang Bosbach, as well

as the proven industry experts and company heads Stephan vonBülow (Block Gruppe), Jörg Gilcher (Five Guys) und Jürgen Vogl (Aramark). The market researcher and expert Jochen Pinsker will present the current balance of the gastronomy industry and the developments on the out-of-home market.

- This year the Anuga Organic Forum will take place as a digital format for the first time. Lectures by speakers alternate with panel discussions in which international experts also comment on current and future-oriented topics in the organic sector.
- Innova Market Insights and Euromonitor International will present the latest analyses on the developments in the food and beverage industry and provide an insight into the latest consumer trends of 2021 in the scope of brief impulse lectures.

FEATURED EVENT: NEW FOOD CONFERENCE COLOGNE

Under the title "Plant-based meets cellular agriculture: two complementary approaches towards a more resilient food system", the New Food Conference Cologne will focus on the transformations of the food system. As sales of plant-based products are skyrocketing, while cellular agriculture and precision fermentation hold the



potential to forever change the way food is grown. Plant-based alternatives continue to penetrate global markets at lightning speed, and novel food sources are increasingly sought out by consumers, the food industry, and politicians alike, in order to reduce the negative impacts of animal agriculture. By sourcing animal-based products without the need to breed, raise, and slaughter animals, cellular agriculture represents a unique complementary solution to plant-based products in terms of creating a sustainable food system, while at the same time offering enormous economic opportunities. This emerging field will allow for the development of tasty, safe, affordable, and sustainable animal-based products, while also enabling the emergence of a new generation of products that blend plant-based and cultured ingredients to provide the best of both worlds. A sector that has long appealed almost exclusively to future-conscious investors is moving closer to the mainstream, and is set to complement the thriving plant-based market over the course of the next few years. The New Food Conference in Cologne



Photos: Koelnmesse

aims to get an understanding of how far these technologies have progressed, how they can complement the existing plant-based market, and where they will take us in the future.

FEATURED EVENT: NEWTRITION X

The NEWTRITION X. Innovation Summit is taking place for the third time. Here, an interdisciplinary exchange takes place with people who focus on the implementation into practice. The event starts with a look at trend research. With the model of the "Zeitgeist" a good explanation for Personalised Nutrition can be found and opportunities for business and brands will be presented. After an

overview of the state of the art in the personalised nutrition market, examples of practical implementation will be given. The topics of product development, nutritional medicine, technology, sales and interdisciplinarity will be addressed, aiming to answer questions such as: How can consumer research and product development be carried out with the help of artificial intelligence? What impact does Personalised Nutrition have on health? How can Personalised Nutrition be used in medicine in the future? How can science, industry and nutritional consulting cooperate in product development and optimisation? What new techniques – from wearables to 3D-printing – are there? ■



Ebrofrost
Simply better ingredients

FROZEN TO FRESH - READY TO EAT

Pasta, rice, grains, and pulses for manufacturers of salad bowls, snack boxes, and chilled ready meals in food safe RTE standard. Ready-to-eat (RTE) stands for prepared foods with such a low microbial count that they can be eaten immediately.

HIGHLY EFFICIENT PROBLEM SOLUTIONS

RTE is relevant to production processes, in which it is not possible or too complicated to heat the products, as is the case with chilled ready-made meals, snacks or salad bowls. Ingredients often have to be treated microbiologically, pre-cooked, or at least heated before processing, which is extremely time consuming and expensive for small batches. In other cases, producers without their own cooking facilities simply do not process certain raw materials. RTE ingredients present an efficient solution to both groups of manufacturers. They pave the way to considerable synergy effects in the workflow as well as

to the development of innovative products for new sales markets.

RTE - FOR ALL LOW TEMPERATURE RANGES

RTE technology can be used for all low-temperature products like ultra fresh, pasteurised (fresh) as well as frozen.

FROZEN TO FRESH CONCEPT

Ebrofrost can provide manufacturers with the relevant defrosting microwave technology on site in case they can't defrost frozen products. Compared to a cost-intensive outsourcing or inhouse production this concept offers high quality and safe products, permanent availability of products, attractive prices, and substantially simplified processes.

MASSIVE INVESTMENTS IN READY TO EAT TECHNOLOGY

Main production site for RTE products is Ebrofrost Denmark. In 2020 / 2021

more than 13 million of Euros have been invested into the new IQF short cut pasta line for the ready to eat concept with an annual capacity of 12.000 tons, extended stocking capacity for frozen products as well as into new administration buildings.

Visit Ebrofrost at Anuga 2021 in Cologne

4.2 C 020:

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LESS ADDITIVES, MORE HEALTH

Paradoxically, while consumers have come to expect as few ingredients as possible in their bread, they are also expressing an interest in healthier additions.

Bread consumption held up throughout much of the world during the chaos caused by the COVID-19 pandemic. In certain countries and regions, sales were boosted by the lockdown measures imposed to curb the spread of the virus – for instance, the closure of many workplace increased demand amongst homeworkers for bread with which to create breakfasts and lunches that otherwise would have been eaten out of the home. Even before the arrival of the pandemic, bread consumption had started to recover from the dip witnessed in the middle of the last decade, when bread began to attract some negative attention concerning its allegedly unhealthy nature, specifically its high salt and calorie levels. Much of the recovery within the bread market observed since then has been attributed to growing consumer interest in more premium and artisanal varieties. However, the emergence of healthier breads has also succeeded in attracting lapsed consumers back to the category, while manufacturers have undergone reformulation efforts to boost the nutritional appeal of bread. This trend has been apparent within the frozen, fresh and industrial bread categories. Away from the bread sector, consumer interest in healthy attributes such as clean label continues to increase for other types of bakery goods, e.g. cakes, muffins and biscuits.

HEALTHY INGREDIENTS IN BREAD

Health remains a major driver of consumer behaviour and hence new product activity within the market for bakery products such as bread. Typically, health-related NPD has taken the form of manufacturers incorporating ingredients associated with health benefits (such as protein, ancient grains, fibre, seeds, etc.), reducing calories or launching products geared towards certain diets and/or lifestyles. These health trends remain at the forefront of corporate strategy for many manufacturers of frozen dough and part-baked products. Research carried out in the UK by Delifrance (one of the market's leading providers of part-baked bread) in partnership with Harris & Hayes and Nielsen) indicates the existence of a large and

40%
of consumers are
attracted to bread
rich in fibre.

La Pinsa Romana

It's not a Pizza, it's a PINSA

The great Italian and international success of the Pinsa is to be found in the general health trend which tends to reward those products characterized by eating healthily and genuinely. The lightness of the Pinsa derives from a higher hydration of the dough unlike traditional pizzas, and therefore a better digestibility. Consequently, the type of water used to make a Pinsa is a fundamental element to obtain its taste. Even the ancient Romans, from whom the recipe comes, knew its lightness, so much so that they used the Pinsa in its original oval form, like an edible dish on which they spread the main dish, usually meat or fish. Svila, the company that has been producing exclusively bakery products, for over 45 years, masterfully approached the ancient Roman recipe of Pinsa, maintaining all the features connected with tradition. The company is nestled in the Sibillini mountains, where the air is always sparkling, and the pure water has always distinguished all its production, guaranteeing an index of lightness and purity among the highest in the category.

The lightness and tastiness of Svila Pinsa is also the result of the raw materials used: a mixture of wheat and cereal flours, carefully selected, which make the product crispy on the outside but extremely soft inside. The high digestibility of the Svila Pinsa is guaranteed by an exceptional water that perfectly hydrates the dough, by a very long leavening and above all from the "pinsatura" made by hand, without ever stressing the base. It is this slow movement that brings us back to the real name of Pinsa, which comes from the gesture of stretching, of enlarging, in fact the Latin word is "pinsere"!

When you cut a Pinsa produced by Svila, you already recognize the quality by eye: the presence of its innumerable alveolus represent the essence of its lightness. The crunchiness of its crust preserves the secret of softness! Svila has been producing baked products every day for 45 years. Millions of hours of experience that pass through wise daily gestures. The choice of excellent raw materials, is combined with a constant care for product control. Because everything done in Svila, before others, is eaten by them and their children. This is their quality assurance!

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expanding consumer base for breads fortified with additional ingredients associated with health. Some of the more significant results from the research were as follows:

- 44% of consumers would like to see more breads with added ingredients geared towards improving health and/or taste (e.g. nuts, seeds, cheese and olives);
- 40% of consumers are attracted to bread rich in fibre;
- 38% of consumers are attracted to bread featuring ancient grains;
- 21% of consumers are attracted to bread high in protein;
- 21% of consumers are attracted to sourdough breads;
- 17% of consumers claim to purchase seeded loaves at least once a week;
- 4% of consumers claim to purchase bread with added ingredients at least once a week.

A similar situation appears to exist within the US. Recent research carried out by ADM OutsideVoice found that 46% of consumers look for whole grains on the list of ingredients when purchasing bread and bakery goods, a figure that declines slightly to 43% for multigrain. Furthermore, 63% of consumers claimed to be actively trying to add more fibre to their diets. Products fortified with various types of seeds and grains have continued to appear, both within the part-baked and wrapped bread sectors. One UK-based industrial baker active in this sector is Roberts Bakery, who recent launches have included Seeded High 5 Good for you Bloomer (which contains linseed flour, brown linseeds, quinoa and sunflower and poppy seeds) and True Vitality Good for You Bloomer, which contains brown rice flour, malted wheat flakes, hemp seeds and added zinc. Seeded loaves are also evident within the ranges of many of the UK's other leading wrapped bread manufacturers, such as Kingsmill and Hovis. Meanwhile,

the enduring popularity of ancient grains can be illustrated by the launch in the US during the spring of 2021 of 50-50 Ancient Grain Bread Base by BreadPartners Inc., a leading supplier of bread and cake ingredient technologies. This helps wholesale bakers to incorporate ancient grains into their bread formulations.

Sourdough bread also appears to be growing in popularity in many parts of the western world. Not only does it have a unique taste profile, but it also carries links with immune and digestive health and, it is claimed, is easier to digest than other types of bread. In March 2021, Modern Baker of the UK launched Superloaf, which the company claimed had taken five years to develop. This is described as a seeded sourdough loaf containing barley and tapioca flour, sunflower seeds, hemp and seaweed. Not only does it satisfy clean label requirements, but it also aids digestive health.

Much of the recent interest in ancient grains – examples of which have included quinoa, buckwheat, teff, millet, spelt, flax, sorghum and amaranth – has been driven by the trend towards gluten-free diets, with 1% of the population in the UK, Europe and the US believed to suffer from coeliac disease. However, in each of these markets, the percentage of consumers following a gluten-free diet is considerably higher, estimated at around

10% in the UK. This is usually done for health reasons, such as wanting to lose weight or to improve energy levels. Ancient grains can also be used to add new flavours to bakery goods, as well as a rustic appearance and texture. Research also indicates that certain ancient grains can also carry health benefits such as helping reduce the risk of high cholesterol and lower blood glucose levels.

Fibre maintains a strong link with many types of bread. Many types are naturally high in fibre, with levels highest for breads such as granary and wholemeal, as well as for more specialist varieties such as rye and pumpernickel. Not only is fibre recognised as possessing digestive health benefits, but it has also been linked with a lower risk of cardiovascular disease, bowel cancer and diabetes. Interest in breads with high protein levels has also been reasonably high in recent years, with 'high in protein' now used as a health claim within the category. Protein offers numerous health benefits, examples of which include lowering blood pressure and improving muscle and bone strength. Protein is also useful for weight management since it has been shown to increase satiety levels and therefore reduce the urge to constantly eat. Vitamins and minerals are also being used in reformulation efforts to improve the nutritional qualities of bread – typical examples have included calcium, iron, zinc and vitamin D. Elsewhere, bread manufacturers continue to experiment with varieties low in salt and calories. As an example, the Hovis range of wrapped bread contains a Lower Carb Seeded variety under its Lifestyle Choices sub-brand. Not only does this feature seven varieties of seeds, but it also has 30% fewer calories than regular loaves. According to the Delifrance research, 22% of UK consumers expressed an interest in breads with lower salt levels.

65%
of UK consumers would like to see more innovative flavours used for sweet bakery goods.



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#

4%

of consumers claim to purchase bread with added ingredients at least once a week.

THE IMPORTANCE OF CLEAN LABEL

The consumer desire for bakery goods marketed on a clean label platform (i.e. containing no artificial ingredients or additives) remains as strong as ever – in fact, it could be argued that greater consumer awareness of the need to maintain a healthy diet and lifestyle in the post-pandemic world will increase demand still further. The number of bakery goods launched carrying claims such as 'natural' or 'free from artificial additives' has steadily increased in recent years, although it is important to note that reformulation must not compromise product taste and quality. According to recent research carried out in the US both Technomic, 91% of consumers associate familiar or recognisable ingredients with improved health. Separate research from ADM OutsideVoice found that the presence of simple, recognisable ingredients is a major purchasing influence for 69% of US consumers, while 66% actively seek out labels for foodstuffs with a minimal list of ingredients. In the UK, meanwhile, the research from Delifrance mentioned previously found that 7% of consumers claimed to be regularly seeking out clean label breads containing no artificial or unnecessary additives or ingredients. This trend has been reflected in the activity of many of the world's leading suppliers of bread and bakery products. During 2019, Grupo Bimbo reformulated its Arnold, Oroweat and Brownberry bread brands to eliminate artificial colours, flavours and preservatives. The three brands now feature the tagline 'No Added Nonsense' as a result. At the same time,

Bimbo also removed high fructose corn syrup (HFCS) from the breads, as well as Diacetyl Tartaric Acid Esters of Monoglycerides (DATEM), which has traditionally been used in the industry to improve volume and crumb structure. Increasingly, this is now being replaced with alternatives such as lecithin, soy emulsifiers and wheat protein isolate.

FLAVOURS & COLOURANTS

As the Bimbo example illustrates, two sectors of the additives and ingredients industry where bakers and other food manufacturers have made extensive efforts to eliminate artificial varieties have been flavours and colourants. Over the last decade, the use of natural colours has become steadily more apparent in product sectors such as pastries, cakes and muffins, although the high temperatures and extended heating times associated with many bakery goods mean that care must be taken when choosing which colourants to use. As an example, the use of titanium dioxide (which can provide a white shade for bakery goods such as cake icings) is now far less prevalent, having been banned in France during 2020. However, it should be noted that its use in food manufacture is still considered safe by European food regulators. Colours are important for bakery goods such as cakes since they can be used to enhance visual or aesthetic appeal. This carries additional significance amongst today's consumers, many of whom are eager to showcase bakery goods via social media channels such as Instagram. According to the 2019 Trend Report produced by food ingredients

manufacturer Sensient Technologies, 55% of Chinese consumers within the 26-35 age range take pictures of their food to share online at least once a week. This compares with 43% of US consumers within the same age group.

Suppliers of bakery ingredients such as Sensient and GNT Group (owner of the Exberry range) now offer a range of food colours that satisfy consumer demands for clean-label solutions. Most of these are sourced from fruits, vegetables and spices and seasonings – for example, both paprika extract and beta-carotene are used to produce yellow shades, while beet juice can provide red or pink shades. In recent years, colour combinations have become more widespread in bakery applications, such as mixing red with blue to make purple shades or creating green colourings via the use of blue and yellow hues. Natural flavours are also well-positioned to capitalise on the growing consumer demand for more exotic and innovative taste profiles for bakery goods. According to recent research from Mintel, almost two-thirds (65%) of UK consumers would like to see more innovative flavours used for sweet bakery goods such as cakes, biscuits, muffins and pastries. Some of the more popular flavours used within this sector of late have included fruit-based varieties, as well as flavours based on popular ice cream and desserts, as consumers became more nostalgic for better times during the worst of the COVID-19 pandemic. Asian flavours have also been in vogue, due in part to the heldover Tokyo Olympics that took place in the summer of 2021. Interest in traditional Japanese flavours such as matcha, yuzu and cherry blossom has therefore been relatively high. Natural flavours based on fruits associated with health are expected to remain high on the agenda, as the world recovers from COVID-19 and people assume greater awareness of the need to support their immune systems. Research carried out in the US by FMCG Gurus in the summer of 2020 found that 57% of consumers were now more concerned about their immune system due to the pandemic, a situation likely to persist for the foreseeable future. This is expected to stimulate interest in flavours based on citrus fruits such as oranges and lemons, which are naturally high in vitamin C. ■



LA PASTA SENZA UGUALI



TRIANGOLETTI WITH PARMIGIANO REGGIANO CHEESE

A sheet of dough folded in on itself wraps a filling of Parmigiano Reggiano matured for 36 months, fresh whole milk and mascarpone, all of Italian origin. A paean to creaminess and softness, the Triangololetto with Parmigiano Reggiano cheese offers the palate a velvety sensation, the eye the reassuring shape of the artisan product and the taste an intense experience. Whatever the dressing, it will always give of its best. The pasta shape is completely new in order to achieve the most artisan effect ever. ■



Pasta ingredients: durum wheat semolina, barn eggs.

Filling ingredients 60%: Parmigiano Reggiano DOP cheese 20%, ricotta, pasteurized fresh whole milk, water, bread, mascarpone cheese, potato starch, salt. ■



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NO MEAL WITHOUT MEAT

While companies like Impossible Foods or Beyond Meat keep busy with the development of new plant-based alternatives, a significant part of consumers still enjoy their day-to-day meat menus. Although nutrition and the overall direction of diets might eventually change, things still look good for manufacturers of frozen meat and poultry products.

According to the American Meat Institute, an estimated 95% of Americans make meat or poultry a regular part of their balanced diet. Thanks to its affordability, in 2019 Americans spend just 9.5% of disposable income on all food purchases, and they spend 1.4% of their disposable personal income on meat and poultry products. The percent of disposable income per capita spent on food to be consumed at home was only 4.8% of per capita disposable income, while the average in high income countries around the globe is 7.7%. On an annual basis,

meat packers transform 33.6 million head of cattle, 587,000 calves, 129.9 million hogs and 2.23 million sheep and lambs into more than 55 billion pounds of beef, pork, lamb and veal. Meanwhile, poultry processors transform 9.34 billion chickens and 227.6 million turkeys into more than 50 billion pounds of chicken and turkey products. In 2019, the industry exported 3.02 billion pounds of beef and 6.3 billion pounds of pork to nations around the world. Poultry companies exported 7.2 billion pounds of chicken products and nearly 640 million pounds of turkey. In the past year, US beef has been

exported to 135 countries, US pork has been shipped to 124 countries, and US chicken was exported to 165 countries. According to Euromonitor figures, 2020 brought a visible increase in spending for US consumers: frozen processed meat sales rose by 20.1% (+2.4% in 2019 vs. 2018), while sales of frozen processed red meat increased by 16.1% (+0.7% in 2019 vs. 2018). Frozen processed poultry saw the highest growth (22.3%). Sales were much more stable in Eastern Europe: frozen processed meat was up by 7.2% when compared to 2019, frozen processed red meat was up by 6.9%

and frozen processed poultry grew by 7.6%. In Western Europe, Euromonitor data shows that frozen processed red meat, of which consumption had decreased in 2019 vs. 2018 (-0.1%), saw a growth of 5.1% in 2020. The value is a little higher for frozen processed meat (+6.1%) and frozen processed poultry (+7.1%).

OVERVIEW OF THE EUROPEAN MARKET

According to Eurostat data, EU beef production is expected to decrease in 2021, mainly due to a reduction of cow herd in the beef and dairy sector combined with lower demand from foodservices. Exports to high-value markets should continue to increase thanks to recent trade agreements (e.g. Canada, Japan), and while other destinations show a small decline, despite the shortage of beef at world level. EU poultry production is also expected to decrease in 2021, but apparent consumption is expected to remain almost stable, moving by only -0.1% in 2021, to reach 23.7 kg per capita. One of the steadiest strongest frozen meat markets is the one in Germany, which is assertive and balanced, while developing new products that address the demands of the domestic and export markets. As such, the processed meat market in Germany is

expected to witness significant growth, according to a Mordor Intelligence report. On a comparative note, Germany still has the lowest prices in accordance with EU-28, where overall, German's spend less than 12% of their income on food and beverages. On the other hand, the same set of consumers eat approximately 17.2 kg of processed meat per year, which is one of the highest in the European region.

THE GLOBAL PERSPECTIVE

The global frozen meat market size is anticipated to expand at a CAGR of 4.4% up until 2025, according to a study by Grand View Research. Technological advancements to increase the shelf life of frozen products and continuous efforts to provide the best quality products, especially meat items, are accelerating the growth of this market. Certain meat products are only available in particular seasons, so in order to fulfill the demand for meat products and overcome the issue of seasonality,

manufacturers are focusing on introducing various types of frozen items in this category. Growing working population, increasing per capita income in developing economies, and rising demand for frozen food products are anticipated to accelerate the growth of this market over the forecast period. Also, due to rising penetration of e-commerce and online food delivery services driven by fast paced lifestyle, restaurants across the world depend on the frozen meat products to cater to the demand for meat dishes. This scenario is expected to fuel the growth of the global market in coming years. The market is segmented by product type into beef, chicken, pork, and others. In 2018, frozen beef held the largest market share of more than 30.0% due to high consumption and import of frozen beef by Asian countries and on the global level. The beef segment is anticipated to emerge as the fastest growing segment over the forecast period, followed by pork and chicken. Demand for beef is expected to



1.4%
is the percentage of the disposable personal income that Americans spend on meat and poultry products.



20.1%
was the growth in US sales seen by the frozen processed meat category.

increase due to the presence of high protein content as compared to other meat forms. Increased demand for pork is driving the market through imports and exports of frozen meat across countries. ■



A BLEND OF QUA AND TRADITION



LITY

France is recognized all around the world for its gastronomy and good taste, so staying at home for several months and the closure of foodservice outlets severely disrupted their way of living. Still, spending time inside meant that French consumers were able to experiment with different recipes, so their attention naturally turned to frozen food. How does the market currently look and which categories are best positioned to register a steady growth?

According to data from Euromonitor International, the frozen processed fruit and vegetables category dominated the French frozen food market with a value of EUR1.15bn in 2020 vs. EUR1.10bn in 2019. Next up is the frozen processed meat category, which reached a value of EUR756m in 2020, a slight increase when compared to the figure of the previous year (EUR738m). Frozen ready meals have also been popular among French consumers, registering a category value of EUR554m last year (vs. EUR540m in 2019). Frozen pizza and frozen processed seafood categories had similar market values in 2020 (EUR441m and EUR428m, respectively), while frozen baked good stayed at the EUR87m mark, similar to the previous year. Last but not least, the frozen meat substitutes registered a significant growth in 2019-2020 (+59% when compared to 2018-2019), reaching a value of EUR11m. While this is still category, its strong evolution shows it might get to higher grounds in the near future. According to FranceAgriMer, French consumers opt more for small general stores (supermarkets and shops), which are closer to their homes. Some consumers are moving their purchases to online, supermarket drives, or home delivery. E-commerce is profoundly renewing its customer base (+ 50% of the number of buyers according to Nielsen, with 4.9 million households making at least one purchase several times a month). This circuit, until then marginal due to structural weaknesses (difficulties in managing

fresh and frozen products and variable weight products such as fruits and vegetables, delivery, accessibility, etc.) saw a spike in turnover (+ 80% according to IRI and Nielsen) and managed to attract new consumer profiles, such as the elderly. Frozen foods enjoy a growing interest throughout the lockdown period; frozen meat and fish have shown even more significant increases during isolation and kept a positive balance (when compared to the similar period of 2019) even after restriction were lifted, which is not the case for food.

1.15
bm EUR was the value of frozen processed fruit and vegetables category in 2020 in France.

IN SEARCH OF A BALANCED DIET

The French market for frozen and ready meals is not a vibrant one, and reasons for that can be traced back to what consumers perceive as a healthy diet. As such, several manufacturers introduced vegan, vegetarian and free-from products, innovating in order to keep up with the demand. According to SIAL, the frozen ready meals market alone totals EUR5bn in revenue in 2019. But in this segment, the trends are contrasted. Frozen pizza category saw an increase in sales of 5%, France being the second largest consumer in countries in the world behind the



+59%
was the growth registered by frozen meat substitutes in France in 2020 vs. 2019.



United States. Potato products and ready meals, cooked in minutes, also saw sales increase by 1.5% and 0.9% respectively. The largest increase was

in frozen aperitif products, whose sales climbed 7.6% year-on-year, as data from Kantar Worldpanel shows.

ICE CREAM AND FROZEN DESSERTS STILL LAGGING BEHIND

Following the disruptive year of 2020, demand for ice cream and frozen desserts is set to normalise in 2021, translating to slower current value growth, a Euromonitor International report shows. The lockdown had a considerable impact on ice cream demand with impulse ice cream buys decreasing during this time. The growing shift to e-commerce and delivery services for frozen goods in France will boost the performance and distribution of ice cream and frozen desserts in 2021. Companies that provide these services, such as Thiret and Toupargel (now called Place de Marche) were largely seen as quite old-fashioned until the COVID-19 lockdown hit in 2020. Innovation in terms of flavours, formats and brands continues to drive growth in ice cream, while categories such as frozen desserts and frozen yoghurts which are not seeing

innovation are declining as a result, according to Euromonitor International. Frozen yoghurt has not proved hugely successful in France outside of consumer foodservice outlets. Still, ice cream and frozen desserts are set to return to stronger current value growth in 2022, which will be sustained throughout the forecast period. Since French consumers view indulgence as the most important factor when purchasing ice cream, more indulgent and innovative products have been introduced by ice cream manufacturers. Due to rising health awareness in France, the outlook is positive for some of the healthier ice cream products available in the market. In the review period, water-based ice cream was not seeing as dramatic growth as dairy-free frozen yoghurts and desserts. ■

554
m EUR was the value of frozen ready meals sales in France in 2020.

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CHANGES ARE HERE TO STAY

Retail has boomed during the COVID-19 pandemic, being one of the industries that were critical for the wellbeing of those affected. Spikes were seen in several categories and especially frozen food, which was seen as having multiple advantages. And even though purchasing possibilities have now returned to normal levels, purchasing patterns have not.

The American Frozen Food Institute (AFFI) and FMI - the Food Industry Association's second Power of Frozen report identified megatrends influencing the demand for frozen foods, including increased engagement in all categories, online shopping and health and well-being. "The frozen food aisle has been a growth driver for retailers since 2016 with acceleration ahead of most other departments," AFFI president and CEO Alison Bodor said. "Frozen foods are a pandemic powerhouse ringing in USD65.1bn in retail sales in 2020, a 21% increase compared to a year ago." In 2020, frozen food sales grew in both dollars (+21%) and units (+13.3%), with nearly all types of frozen foods seeing double-digit sales increases, according to the study. The top-three frozen food categories with the largest percentage of

dollar growth in 2020, according to IRI, include seafood (+35.3%), poultry (+34.7%), and appetizers (+28.9%). "Shoppers are nearly a year into the COVID-19 pandemic and are having more family meals at home than ever before. They are looking for meal plans, culinary creativity and convenient, cost-effective solutions," FMI vice president of Industry Relations Doug Baker said. "The frozen foods category offers these benefits to shoppers and that's why we see all areas – from meal ingredients to meal solutions – reaching new audiences and increasing purchases." As consumers turned to online shopping at a record rate, the vast majority were adding frozen to their digital cart. Over the past year, 42% of households that buy frozen foods have bought frozen foods online, up from 23% in 2018. Online frozen food dollar sales increased 75% in 2020, with frozen

dinners/entrees, meat, poultry and seafood being the biggest online sellers. Amid the pandemic, the share of core frozen food consumers, defined as those who consume frozen food daily or every few days, rose from 35% in 2018 to 39% in 2020. High-frequency frozen food consumers are more likely than low-frequency consumers to purchase frozen foods for planned, specific occasions.

SINGLE-DIGIT GROWTH EXPECTED

Overall, the frozen food market was estimated to account for about USD244.3bn in 2020 and projected to reach a value of nearly USD312.3bn by 2025, growing at a CAGR of 5.0% from 2020, according to a report published by MarketsandMarkets. The development of retail channels in the form of supermarkets, hypermarkets,

and convenience stores has driven the growth of the frozen food market. These large food chains form an important growing outlet for frozen food products, owing to the latest trend of on-the-go consumption. According to the report, the rising per capita income and the increasing number of working women, globally, have further accelerated the market growth. By type of product, the convenience food & ready meals segment is estimated to dominate the frozen food market in 2020. This is due to the increasing consumer preference toward convenience foods, which indirectly favors the increasing demand for frozen products, as they require less time and effort. The processed food market is driven by the greater need for convenience due to the busy lifestyles of consumers. This, in turn, boosts the demand for frozen products. Growing disposable income is also one such factor that had a huge influence on the growth of the frozen food market, as it increases the buying power of the consumers. Europe is estimated to account for the largest market share in the frozen food market in 2020. The region is projected to offer huge growth potential to the frozen food market. The German market is estimated to be the major contributor to the growth in the region. The European market is driven by the robust growth of the food industry, which has supported the ready-to-eat snack food industry to gain acceleration in this market.

RETAIL TRENDS TO FOLLOW

According to Deloitte, a significant consumer trend from 2020 that looks set to continue into 2021 and beyond is the growth of the "at home economy". The company's research on how consumers plan to spend their money post-pandemic shows that, relative to pre-COVID norms, consumers will continue to prioritise spending on cooking from scratch, eating at home, shopping online and consuming digital services. "The real test may be upon us with the change in government advice to work from home. However, we expect that the legacy of the pandemic will be higher levels of home working in the future, which will have an impact on city centre retail and leisure centres," the report shows. CRM Platform Salesforce



65.1
bn USD was the value of US frozen food retail sales in 2020.

points out that retailers with creative pickup options – curbside, in-store, drive-through – grew more than 60% higher than those that didn't during the last five days before Christmas. Meanwhile, shoppers turned to social media for more than just inspiration: purchases from a social channel referral skyrocketed 104%. And we're just getting started. Given the massive disruption and changing consumer expectations due to COVID, retailers are looking to accelerate digital transformation. The company surveyed 500 retail leaders in the summer of 2020 and revealed that 76% of them plan to increase technology spend, and 44% plan to increase their human resources. According to Matt Marcotte,

senior vice president, Industry Go-To-Market at Salesforce, "2020 was a year of forced change - building new muscles, trying new channels, and replacing physical contact with digital connection. It accelerated change that was already on the horizon, but its artificial nature will result in some snapback once we are able to go back out in the world. We're also likely to see an even greater reliance on technology to make our lives easier, more convenient, and frictionless. But physical experiences are still critical. Touch is a powerful factor in creating emotional connection - and the one sense that has been most repressed during the pandemic," he writes. ■

312.3
bn USD is the projected value of the global frozen food industry in 2025.





ARE THERE ROBOTS AT THE DOOR?

Serving guests without human contact – is this imaginable? Can robots take over this task? Would guests accept this? Maybe they would in certain situations, perhaps at particular times of the day, but entirely? Here are three insights into a world that is not a utopia any more.

Are robots that produce pizzas, garnish hamburgers, make cappuccinos, or bring guests their menus to the table the future in the hospitality industry or perhaps even in large-scale catering establishments? Is our sector currently transforming from an emotional people business into a digitally controlled, soulless robotics business? For many operators, head chefs and their guests, such a development is beyond their imaginations. But is this far from any reality too?

CREATIVE DRIVERS OF AN INNOVATIVE DEVELOPMENT

Automation has been a topic for years (frozen food europe hat informed you several times) and has been pushed by those who wanted to lower their labor costs. Due to the corona pandemic, operators who would like to bring unmanned gastro systems online for different reasons, among others, because they have staffing problems, have also taken an interest in the subject. The lockdowns have knocked out all of the people

businesses. Restaurants, bars, company restaurants or student canteens have had to close, have lost their revenues temporarily and many employees, who have often migrated to other sectors, permanently. As of February 2021, for example fewer than 130,000 employees worked in this sector in Germany (-12% to the previous year). The effects are staff shortages, unfilled orders and loss of customers. Other European countries are affected comparably. The European umbrella organization of the hospitality industry, Hotrec, writes



in its annual report 2020-2021 that the sector counts 1.84 million fewer workers in comparison to the second quarter in 2019. A very significant part of the losses can be attributed to the pandemic.

REDUCING CUSTOMER TOUCH POINTS

Higher pandemic-related demands on hygiene in businesses are a serious

topic too. That's why some restaurant operators are asking themselves how they can reduce contact intensity between guests /customers and the staff or set it totally down to zero by way of roboting. Marius Robes, the Spanish food tech consultant and co-founder of Food by Robots, speaks of a "food robot revolution". For him, there is no doubt that artificial intelligence (AI) will be utilized

increasingly in order to make robotic process automation (RPA) useable even for gastronomy and large-scale catering establishments. More specifically, it means that robots are to be programmed so that they are able to complete specific tasks autonomously, especially monotonous, repetitive tasks for which it is very difficult to find workers for. Depending on how

many procedures of a system they take over, one speaks of partial or complete automation.

ROBOTS SERVING FOOD

The Amazonia Chic Restaurant in Madrid, part of the multinational Shangri-La group with headquarters in Hong Kong, has had a new employee for about two years. His name is Cacahuete (Spanish for peanut). It is a transport robot (manufacturer: Keenon, China) which was programmed with a childlike sounding voice. It provides for a lot of cheerfulness with the guests and not only with the children. With its smart voice recognition, the robot receives users' orders accurately, gives responses quickly, and therefore makes the interaction between humans and robot friendlier. Based on a powerful AI interactive engine, a number of bionic and vivid expression packages, it can be customized to show human-like emotions like happiness, anger or sorrow, therefore



their ideas together with the three-time pizza world champion Thierry Graffagnino in their company “Pazzi” (the name goes back to a conspiracy against the Florentine ruling Medici dynasty at the end of the 15th century). The ingredients reflect this claim as well as the Pizzaioli’s motto “Fast goods, not fast food”: sun-ripened organic tomatoes, blue mold cheese from Auvergne, caramelized organic onions, meat from limousin cattle, bleu-blanc-coeur ham, and Label Rouge chicken. Today, 30 experienced experts are working for Pazzi, and above all, are maintaining the Pizza robots’ circuits.

making communications more interesting. A DC battery with 48W/12V and a rated power of 50W lets the robot run for 15 hours. The battery charges up within four hours. The manufacturer specifies its service life with 20,000 hours (c.5 years with 10 hours running time per day).

SERVING COFFEE SPECIALTIES UNMANNED

Monty Cafe is a Russian start-up. Its three IT entrepreneurs wanted to create possibilities for taking away high-quality beverages quickly at highly frequented places with robot stations. They developed the programming and mechanical systems themselves. In 2019, the pilot project went online in a Muscovite shopping mall. Meanwhile, there are several stations in Russia and a first one in the American Oakland, California. With the robot, one can operate coffee stations, robot cafes, or food trucks unmanned (cooperation partner: Franke Kaffeemaschinen AG, Switzerland) and inclusive on request a coffee printer which can personalize the surface of a latte macchiato with, for instance, a picture or a logo. Other usages are stations for ice cream, soft drinks, confectionary products and muffins.

WORLD CHAMPION ROBOT PIZZAS

Two pizza freaks at the Paris “Ecole de l’Innovation technologique” prove how productive an annoyance can be! They were fed up with standing in front of closed doors of a pizzeria repeatedly and not being able to

enjoy any pizzas. Their approach: a mini restaurant whose guests or customers could order their favorite pizzas 24-7, 365 days a year. Their approach: high-quality ingredients and a pizza robot. The high tech pizzaiolo gets a piece of portioned dough, lays it down and spreads it out with a stamp; that’s how it gets the desired thickness of a typical pizza crust. Afterwards, it covers the pizza with tomato sauce, sprinkles it with cheese and puts it into the oven. After the baking time is over, it takes the pizza out, garnishes it with selected ingredients and pushes it into another compartment where it finishes baking. Then it takes it out again and puts it on a plate or in a take-away box, slices it and lays it on the removal tray. The developers had clear ideas about the quality. They materialized

ARE THESE FORWARD-LOOKING SOLUTIONS?

Which findings do these examples deliver? We are seeing AI, robbing, and automation in many sectors. Most of them don’t have anything to do with the hospitality industry. But: food professionals are adopting this technology. Robots have been working for a long time in manufacturing commercial kitchen systems, for example, in the production of dishwashing systems. Operators of nursing homes are also experimenting with their use in nursing care. Therefore, AI is penetrating our sectors too. Which roles robots are going to take in five to ten years is difficult to assess. It is foreseeable that robots are noticeably gaining in importance. That is why it makes sense to address its use. ■





PROCESSES



PRODUCTS &
INGREDIENTS



MARKETS



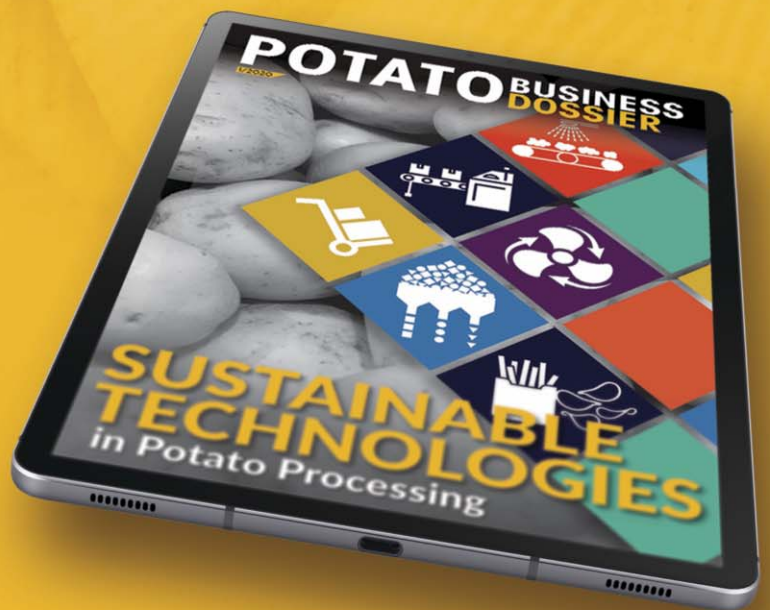
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MORE THAN JUST PACKAGING

As frozen food sales spiked last year, the packaging industry had to follow, increasing production outputs and finding ways to avoid food waste and spillage. Still, while manufacturers keep on developing more efficient ways to achieve the desired result, end consumers have newer demands.

A McKinsey study conducted in the US with the purpose of exploring consumers' attitudes toward sustainable packaging revealed that price remained the key factor in the decision when purchasing frozen food. 64% of those interviewed said price is the most important aspect, followed by the perception of quality (48%), and the brand (47%). Product packaging was mentioned by only a quarter of the respondents, while the environmental and social impact were ranked even lower (12% and 10%, respectively). This goes on to show that while awareness of the issues caused by certain types of packaging has grown, the purchasing power still dictates how and what consumers buy. Looking deeper into what US consumers expect from product packaging, McKinsey found that hygiene and food safety, shelf life, and ease of use are the top-ranked factors. According to StartUs Insights' "Top 10 Packaging Industry Trends & Innovations in 2021", the Internet of Packaging is currently one of the most relevant industry movements. This brings technological disruption to

traditional packaging and allows consumers to better connect with brands. Smart packaging leverages technology such as QR codes, smart labels, RFID & Near Field Communication (NFC) chips are cutting-edge technologies that offer value-added benefits of security, authentication, and connectivity, making the product packaging a data carrier and digital tool. "AR packaging gives companies an opportunity to better engage with customers by introducing them to a range of product content, discount codes, and video tutorials. Further, the internet of things sensors and devices allow brands to integrate diagnostic and indicator functionalities in their packaging. This helps customers to know in real-time the product's condition," the report shows.

GOING ALL IN ON THE EXPERIENCE

A great example to this comes from Toppan, which has developed interactive packages that connect with smartphones via NFC (Near-field Communication) to provide digital content such as games and music to consumers. As such, Toppan's new NFC-enabled packages

make it possible to provide a range of interactive customer experiences linked to smartphone apps. A wireless NFC-based connection is established when a smartphone is in close proximity to the package. No Bluetooth pairing is required. Pad-type switches embedded in the package allow consumers to enjoy interactive experiences, pressing or tapping to produce sounds or control content on the smartphone screen via a compatible app. LEDs and other additional components can be incorporated into the package to meet needs based on the purpose or conditions of use. The structure of input-output devices such as antenna modules and switches can be customized, allowing controller modules to be built into various types of packaging, including gift boxes and other paper-based packages, molded plastic, and corrugated fiberboard. Power for the controller is supplied by the smartphone over the wireless NFC connection, eliminating the need to incorporate a battery into the package. This power can also be used to make LEDs embedded



AUTOMATION IS KEY

Packaging Automation is another trend that will massively influence the overall industry in the following years, as the major challenges associated with packaging are productivity, precision, and quality control. StartUs Insights mentions the Polish start-up Corobots, which developed a packaging solution called SmartPalletizer - a complete palletizing system that sits at the end of the line. The palletizing scheme is set on a special touch panel, which consists of the dimensions of the cartons and how they are stacked. Configuration is done in a simple and friendly graphical user interface, which allows for independent implementation of the system. Setup and programming only takes a few minutes, according to the company. The palletizer allows you to carry loads of up to 11.5 kg while handling one or two euro or

industrial pallets with dimensions up to 1000 x 1200 mm. All in all, SmartPalletizer allows you to operate one or two line ends. With its use, you can configure palletizing or depalletizing for one or two pallets. Optionally, modules for detecting cartons on the line, barcode readers and security scanners can be used. These are certainly just a few examples to illustrate the direction in which the industry is heading, because the need for such systems will certainly be higher – as the data below shows.

AS THE DEMAND GROWS, SO DOES THE MARKET VALUE

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 recent report by

in the package light up. The use of NFC means that a high level of security can be provided, for example, by linking to ID authentication systems to ensure that apps and content are only activated when the unique ID of the NFC tag built into the package is verified.

64%

of US consumers said price is the most important aspect when purchasing frozen food.



5.5%
*is the expected CAGR
of the global frozen
food packaging market
up until 2028.*

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. As per studies, it was shown that there is a 47% reduction in the household food waste for frozen products in comparison to fresh products. However, stringent government regulations regarding packaging of frozen food is expected to restrain growth of the frozen food packaging market to some extent during the forecast period.

BETTER RESULTS FOR SOME CATEGORIES

Category-wise, a Freedonia Group analysis found that sales of frozen meat, poultry, and seafood packaging

spiked during the COVID-19 pandemic, with demand in 2020 nearly 6% high than in 2019. According to the report, this growth rate hides very divergent trends. While frozen meat, poultry, and seafood (MPS) sales were up strongly for consumers, demand in the foodservice market fell sharply, hindered by restaurant closures early in the pandemic and reduced foodservice business for 2020 overall. Retail sales of frozen meat, poultry, and seafood skyrocketed in the early months 2020 following lockdown, with some retail products seeing increases of 30-40% compared to the same time during the prior year. This was due largely to elevated demand for frozen foods as consumers prepared more meals at home in lieu of eating out, increased their interest in having a stock of nonperishable foods at home, and sought frozen foods as part of that stockpiling or increased home cooking. Frozen MPS packaging demand will remain elevated in 2021. However, the Freedonia Group study finds growth will return to historical rates through 2024 as the surge in demand at the food retail level moderates, with demand for MPS packaging forecast to grow 3.6% annually to USD2.6bn in 2024. ■

[frozen dossier]

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2 times a year STATE OF THE FROZEN FOOD INDUSTRY

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.



ARDO UPDATES RANGE OF PULSES

Pulses are more popular than ever. Ardo has expanded its range of legumes to include black beans, white beans and red kidney beans, packed in 1 kg bags. The company have also developed a multi-coloured lentil mix with red, green and brown lentils. Ardo's 1 kg packs of chick peas and edamame soy beans can also be found in its range of pulses. All you need to do is heat them up quickly. Can be enjoyed hot or cold. The range now includes Tricolore lentil mix (a mix of green, brown and red lentils); Black beans (their firm bite and full flavour mean they are surprisingly tasty in salads, soups or other dishes); Cannellini beans (great as a meat substitute); Red kidney beans (have a slightly sweet taste and instantly add colour and fibre to a meal); Chick peas (healthy, nutritious, an excellent meat substitute, and delicious due to their full flavour); and Edamame soy beans (highly nutritious and crunchy. Grown in Europe).

<https://ardo.com/en>

CAPPELLO'S INTRODUCES WORLD'S FIRST KETOGENIC CERTIFIED FROZEN PIZZA

Cappello's showcased the very first line of Keto Certified pizzas, low net carb pizzas that combine authentic pizza taste and texture with easy cook times and intentional nutrition such as healthy fats and high fiber. Cappello's has also just revealed the latest addition to their almond flour ravioli line, Butternut Squash Ravioli, a dairy-free option for fans of stuffed pastas. Keto Pizza Crust and the topped pizza varieties can be purchased in their new black box packaging for USD7.99 and USD10.99 at Whole Foods Market and select Kroger Flags including Mariano's, Ralphs, Fry's and Smith's or online.

<https://cappellos.com/>



IMPOSSIBLE FOODS PRESENTS CHICKEN NUGGETS MADE FROM PLANTS



Impossible Foods announced the launch of its newest product – Impossible Chicken Nuggets Made From Plants – marking a major milestone in consumers' preference for plant-based products. Impossible Chicken Nuggets feature a golden, crispy breadcrumb coating, a juicy and springy white meat texture and a savory chicken flavor while containing 40% less saturated fat (2 grams vs. 3.5 grams per serving) and 25% less sodium (400 milligrams vs. 540 milligrams per serving) than animal chicken nuggets.

<https://impossiblefoods.com/>

REAL GOOD FOODS EXPANDS FROZEN OFFERINGS

The Real Good Foods Company announced the launch of seven new frozen, high protein, low carb, grain free, gluten free entrées in approximately 1,500 Kroger stores nationwide in the US. From Mexican to Italian to traditional American Entrées, Real Good Foods' newest Kroger additions bring the classic, comforting taste of warm favorites in a better-for-you entrée that can be made in minutes. Products include Chicken Enchiladas – Grain Free, Cheese Enchiladas – Grain Free, Steak Burrito Bowl – Grain Free, Chicken Burrito Bowl – Grain Free, Marinara Ricotta Cannelloni – Grain Free, Spinach Ricotta Cannelloni – Grain Free, and Chicken Alfredo Cannelloni – Grain Free.

<https://realgoodfoods.com/>





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FABA BEAN – HIDDEN CHAMPION FOR FOOD PRODUCERS



Product developers and production specialists in the food industry are highly interested in versatile materials with short supply chains. The Faba (Fava) Bean is one of them. It is a hidden champion with interesting features: high content of pure protein, rich in secondary plant compounds, gluten-free, cultivation in many regions of Europe without genetic modification, and low ecological footprint. Product developers appreciate Faba Beans for their pronounced adhesive features, good film formation and high emulsifiability – also as an alternative to soy. Due to these characteristics, they are versatile to process, for example as fillers in the production of meat substitutes such as vegan sausages or vegan mince – but also as a whole bean for pan- and ready-meals. Ebrofrost offers Faba beans in IQF- and in Ready To Eat-quality, the latter for immediate processing without prior heating. Get to know Ebrofrost's Faba Beans and other products at Anuga - Hall 4.2/C020 and hall 5.1/C028.

www.ebrofrost.com

sweetFROG BRINGS PUMPKIN PIE YOGURT TO THE FROZEN AISLE

Premium frozen yogurt brand sweetFrog is offering the Pumpkin Pie-flavored frozen yogurt as limited time flavor. There are more than 250 sweetFrog locations in over 25 states and the Dominican Republic. In 2018, sweetFrog was acquired by MTY Franchising USA, Inc., a member of one of the fastest growing franchising conglomerates in the world. Between it and its subsidiaries, it has a portfolio of nearly 30 fast-casual and quick-service restaurant brands with approximately 3,000 locations in 35 countries. "There is nothing better than enjoying a homemade pie during fall festivities," Brittany Goetz, national marketing manager for Kahala Brands, parent company of sweetFrog said. "With the taste of tradition, spice, and all things nice, our Pumpkin Pie frozen yogurt is everything you could want in a dessert this season."



<https://www.sweetfrog.com/>

OUMPH! LAUNCHES NEW KEBAB DÖNER STYLE



Swedish plant-based company Oumph! is launching a new product that will hit the freezers in Iceland from September. Oumph! Kebab Döner Style is made from pea protein and shaved like traditional kebab meat for easy pitta stuffing. It's 100% plant-based and also free from gluten. Since its launch in Sweden and the Nordic countries in 2015 Oumph! has become a favourite with a wide audience, including families, millennials, foodies, chefs and fast-food loving flexitarians and vegans. Oumph! is available in Sweden, Norway, Denmark, Finland, Iceland, United Kingdom, Ireland, Germany, Netherlands, South Africa and Australia.

<https://oumph.uk/>

COLD STONE CREAMERY PRESENTS NEW FALL FLAVORS

Cold Stone Creamery launched two new fall-inspired ice cream flavors which will be available for a limited time until November 30. Since September 1, Pumpkin Bread Batter Ice Cream and Banana Bread Batter Ice Cream have been available in stores nationwide in the US. The Apple of my Pumpkin Pie Creation is made with Pumpkin Bread Batter Ice Cream, Pecans, Graham Cracker Pie Crust, Apple Pie Filling and Caramel. Almost Baked Banana Bread features Banana Bread Batter Ice Cream, Banana, Pecans and Cinnamon.

<https://www.coldstonecreamery.com/>



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NEWSLETTER**





INNOVATE FOODS SHOWCASES “NOW THIS IS CHEESY!” RANGE



Innovate Foods presented their brand “Now This Is Cheesy!”, which brings together all the delights of cheese in the handy and practical guise of finger food. The range includes a choice of four vegetarian flavours: Now This Is Cheesy! Halloumi Fries (sticks made of Cypriot halloumi cheese, wrapped in a crispy golden batter, tempura-style), Now This Is Cheesy! Cheese ‘O’s (cheese & onion rings made from creamy Monterey Jack and Cheddar cheese with chopped red onions wrapped in a crispy breaded coating), Now This Is Cheesy! Mozzarella Sticks (mozzarella cheese wrapped in a crispy coating of breadcrumbs), and Now This Is Cheesy! Mac & Cheese Bites (macaroni enveloped in a crispy breading with rice flakes). All products go straight from the freezer into the oven and are also suitable for the fryer.

<https://www.innovatefoods.co.uk/>

RAMAR FOODS LAUNCHES BOBA ICE CREAM



Ramar Foods expanded its frozen ice cream brand, Magnolia, by launching eight flavors of boba ice cream. The pint-size Magnolia Boba Ice Cream line is available in various grocery stores. The new Magnolia Boba Line will be a combination of the flavors you know and love, plus four new flavors. The entire line will be available in pint sizes, and the flavors include Ube, Mango, Coffee, Green Tea, Wintermelon, Honeydew, Brown Sugar, and Jasmine Milk Tea.

<https://www.ramarfoods.com/>

QUICK ‘N EAT INTRODUCES NEW BEEF PATTIES

Quick ‘N Eat has recently presented authentically flame-grilled, beef patties to frozen, fully cooked meat aisles at Walmart locations across the US. Quick ‘N Eat flame-grilled patties are available for the first time at Walmart locations nationwide in the US, in retail packages in the frozen meat/fully cooked meat aisles in early August 2021. Quick ‘N Eat patties will come in 3 oz and 4 oz angus patties and 3 oz turkey burgers. The producer has also extended its products within the fully cooked burger category, including an all-new turkey burger.

<https://quickandeat.com/>



PINKBERRY REINTRODUCES THE PUMPKIN FROZEN YOGURT



Pinkberry is bringing back the Pumpkin-flavored frozen yogurt, topped with crushed graham cracker pie crust, whipped cream and a sprinkle of cinnamon. Pinkberry launched in Los Angeles, California in 2005 as the original brand that reinvented frozen yogurt. Most recently, it was acquired by Scottsdale, Arizona-based Kahala Brands, one of the fastest growing franchising companies in the world with a portfolio of 22 quick-service restaurant brands and approximately 2900 locations in 28 countries. “Pumpkin is a favorite fall flavor that people look forward to every year,” according to Melissa Hubbell, senior director of Marketing for Kahala Brands, parent company of Pinkberry. “Our Pumpkin frozen yogurt is filled with all the nostalgic spices of the season like ground cinnamon and vanilla bean.”

<https://www.pinkberry.com/>

1

JANUARY/FEBRUARY

Ad closing 31.01
Publishing 09.02

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, Internorga, FoodEx JAPAN, CFIA Rennes, M.A.D.E., Alimentaria

3

MAY/JUNE

Ad closing 27.05
Publishing 10.06

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

Trade fairs: Summer Fancy Food Show New York, SnackEx

5

SEPTEMBER/OCTOBER

Ad closing 16.09
Publishing 30.09

SIAL SPECIAL EDITION 2

Key Exhibitors Road Map and Event Agenda

SIAL 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: SIAL, südback Stuttgart, INTERPOM Kortrijk

2

MARCH/APRIL

Ad closing 25.03
Publishing 11.04

PLMA, ANUGA FOODTEC SPECIAL EDITION



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 and Equipment

industrial freezing, 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, Anuga FoodTec, IFFA Frankfurt, Seafood Expo & Processing Global

4

JULY/AUGUST

Ad closing 29.07
Publishing 12.08

SIAL 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: SIAL

6

NOVEMBER/DECEMBER

Ad closing 25.11
Publishing 09.12

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: Sirha 2023, Marca Bologna 2023, Fruit Logistica 2023, Gulfood 2023

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