



FN FOODNEWS®

WORLD JUICE 2007

Early Bird
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Register by 27 July

& World Juice Innovation Awards

8-10 October 2007 • Hotel Fira Palace, Barcelona

- *Consumption trends in mature and emerging markets*
- *Exploiting new product niches to achieve higher growth*
- *Capitalising on the healthy image of juice*
- *Global markets for juice raw materials*
- *Strategic issues shaping the future of the juice industry*

World Juice Technical Seminar

11 October 2007, Hotel Fira Palace, Barcelona

An optional one day seminar on technical developments in fruit juice authenticity, quality, health and safety.

Organised in association with



INTERNATIONAL FEDERATION
OF FRUIT JUICE PRODUCERS



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Register online at www.worldjuice.com or call +44 (0)20 7017 7499



Pre-Conference Registration Monday, 8 October 2007

15:00 - 20:00 Pre-Conference Registration

18:00 - 20:00 Welcome Cocktail Reception

Tuesday, 9 October 2007

08:00 Registration and Welcome Coffee

09:00 **Opening Remarks from the Chair**
Kees Cools
Member of the Executive Board
DöhlerGroup, Germany

Consumption Trends in Major Markets

09:10 **The Worldwide Market for Juice and Juice Drinks: Key Trends and Strategic Opportunities**

- Prospects for increasing juice contents around the world
- Challenging dairy in the health and wellness space
- Merging categories in the beverage sector - what opportunities for the juice industry?

Robert Kay-Shuttleworth
CEO
Canadean, UK

09:35 **Keynote Interview**
A chance to hear the views of a leader in the juice industry
Angel Sanchez
General Manager
Conserve Italia, Italy

10:00 **Consumer Trends in Juice and Juice Drinks in Europe**

- Exploiting the growing demand for healthier products: natural goodness vs fortification
- Optimising juice contents and formulations for different market segments
- Extending ranges to meet changing consumer needs and for different consumption occasions

Sidney Coffeng
VP Marketing, R&D, Export and PR
Eckes Granini, Germany

10:25 **Bringing Growth Back to the US Juice Market**

- Looking beyond the breakfast table for new consumption occasions
- Extending the range of flavours and combinations
- Identifying the hallmarks of successful new product launches
- Renewing the healthy image of fruit juice

10:50 Questions

11:00 Juice Break

11:30 **Consumer Demand for Juice and Juice Drinks: A Retail Perspective**

- Appealing to different segments of the market
- The balance between brands and private label products
- Effects of different packaging formats and increasing the range of pack sizes available

11:55 **NFC vs From Concentrate**

- Growth in consumption of NFC juice
- Is there a ceiling for NFC demand?
- Beyond orange: the market for NFC juices in different flavours and blends

12:20 **Nectars and Juice Drinks vs 100% Juice**

- Comparing volume and growth trends in nectars and juice drinks to 100% juice products
- The impact of raw material prices on product formulations
- Targeting products at different market segments

12:45 Questions

13:00 Lunch

World Citrus Outlook

14:30 **Citrus Production in Brazil**

- Orange juice production capacity in Brazil
- Medium term outlook for the global FCOJ supply and demand balance
- NFC production in Brazil
- Competition for land use with biofuels crops and the impact on ratios

Ademerval Garcia
President
Abecitrus, Brazil

14:55 **Citrus Production in USA**

- Outlook for recovery of orange juice production in Florida
- Trends in domestic demand for orange juice
- Grapefruit juice production in Florida

Ken Keck
Executive Director
Florida Department of Citrus, USA

15:20 **Citrus Production in Cuba**

- Production levels of orange and grapefruit juice in Cuba
- Ratios of orange juice produced in Cuba
- Quality control in juice production

Tsahi Berezovsky
Director
Waknine & Berezovsky Co Ltd / Prodalim B.V., Israel

15:45 **Citrus Production in Spain**

- NFC vs FCOJ production in Spain
- Prospects for increased exports

16:10 Questions

16:20 Juice Break

World Supply and Demand for Raw Materials

16:50 **The World Apple Juice Market**

17:15 **Pineapple**

17:30 **Berries**

17:45 Questions

17:55 Closing Remarks

19:30 The World Juice Innovation Awards Banquet

The World Juice Banquet, including the presentation of the 6th Annual World Juice Innovation Awards, takes place at El Xalet on Montjuic, offering superb views of Barcelona. Transport will be available from the conference hotel and delegates will enjoy a superb three course banquet.

8-10 October, Hotel Fira Palace, Barcelona

Wednesday, 10 October 2007

08:00 Welcome Coffee

09:00 **Opening Remarks from the Chair**

Consumer Trends in Fast Growing Markets

09:10 **Growth Patterns in the Juice Market in China**

- Trends in growth in juice and juice drinks compared to other soft drink categories
- The structure of the Chinese juice market
- What opportunities exist to increase the juice content in Chinese juice products?
- Comparing forecasts for domestic juice production and juice consumption

Matthew Mouw

Senior Vice President

Huiyuan Juice, China

09:35 **Development of the Juice Market in India**

- Consumption trends in juice and juice drinks
- Widening the flavour ranges on the market
- The effect of changing retail channels on the juice market

10:00 **Sustaining Growth in the Russian Juice Market**

- Development of the different market segments for juice in Russia
- Trends in juice content of juice products
- Exploiting new product niches to sustain growth

Andrey Yanovsky

General Manager

Nidan, Russia

10:25 **The Juice Market in Latin America**

- Growth trends in juice and juice drinks in Latin America
- Developing juice products to appeal to health conscious consumers
- Target market segments for packaged juice products in Latin America

10:50 Questions

11:00 Juice Break

New Product Trends

11:30 **Superfruits: Looking Beyond the Hype**

- Examining the range of new juices from superfruits
- Delivering on promises - are all superfruits as healthy as they claim?

David Berryman

CEO

David Berryman Ltd, UK

11:55 **The Market for Smoothies across Europe**

- Increasing competition in smoothies in the UK
- Development of the smoothies market in other European countries
- In home vs out of home consumption

Jon Wright

Founder & Operations Director

Innocent, UK

12:20 **Effective Packaging for Juice**

Senior Representative

Elopak

12:45 Questions

13:00 Lunch

14:30 **Exploiting Opportunities in Organic Juices**

- Consumer trends driving the growth of organic juices
- Size and growth of the organic juice market
- Global supply trends in organic juice raw materials

Gerhard Braun

Managing Director

Brauns Fruchtsaftagentur, Germany

14:55 **Enhancing Juice Products with Functional Benefits**

- Assessing the market potential for drinks with different functional benefits: digestive health, heart health, energy
- Juice products fortified with Omega 3
- Target markets for juice blended with soy or dairy
- Balancing functional benefits with a natural image

15:20 Questions

15:30 Juice Break

16:00 **Developing "Clean Label" Juice Products**

- Consumer demand for "clean label" products
- Overcoming technical challenges in developing new formulations with natural ingredients

16:25 **Validity and Credibility of Health Claims**

- Perceived nutritional content vs actual nutritional content of fruit juices
- Factors influencing variations in nutritional content
- Update on health claims legislation in the European Union
- Retaining consumer confidence

16:50 Closing Remarks

17:00 End of Conference

Feedback from World Juice 2006

“Very insightful and a good time to reflect and network with other people”

Pablo Beltran

Managing Director, International
Leche Pascual

“Best conference in years”

Gijs Geerlings

Marketing and Technology
Scholle Europe

World Juice Technical Seminar

11 October 2007, Hotel Fira Palace, Barcelona

08:00	Registration and Welcome Coffee	11:45	Phytonutrient Content and Potential Protective Effects of Commercial Fruit Juices Professor Alan Crozier Plant Biochemistry and Human Nutrition, Institute of Biomedical and Life Sciences, University of Glasgow, UK
09:00	Welcome Address	12:15	Complying with New European Legislation on Health Claims
09:10	Opening Remarks from the Chair: Technical Ups and Downs of the Last 12 Months Michèle Lees Eurofins Scientific, France	12:45	Questions
09:30	Safety Requirements of Importing and Exporting Fruit Juice: the Juice HACCP Rule Martin Stutsman Center for Food Safety and Applied Nutrition, FDA, USA	13:00	Lunch
10:00	Cost Effective Management of Safety and Authenticity Aspects of Fruit Juice Ingredients Susan K Martin The Coca-Cola Company, USA	14:30	Authenticity Control of Pomegranate Juice: History, Facts and Figures and Evaluation Veciz Ara Chelab, Germany
10:30	Questions	15:00	New Methods in the Detection of Contaminants
10:45	Refreshments	15:30	¹H NMR Used as a Rapid Profiling Technique to Assess Fruit Content and Authenticity Marion Cuny Eurofins Scientific, France
11:15	The Health Properties of Cranberries Kimberly Ionta Ocean Spray International Services, Inc., USA	16:00	Questions
		16:15	Closing Remarks
		16:20	End of Seminar

The **World Juice Technical Seminar** enables you to get a comprehensive update on the latest issues and techniques in ensuring the safety, quality and authenticity of fruit juices. Contamination with harmful substances and pathogens is a constant threat, new ways of adulterating juice make detection more difficult and regulations on food safety and health claims become more stringent. Everybody in the supply chain needs to adapt to the constant changes to preserve the natural and quality image which is critical to the ongoing growth of the juice industry.

The Seminar outlines the latest methods to validate the origin and content of fruit juices, as new flavours proliferate from new supply sources. As the natural health benefits of fruit juice become an increasingly important element in the selling proposition of juices and juice drinks, you can hear the latest research in this field and how to stay within the laws regulating health and nutrition claims.

The **World Juice Technical Seminar** gives you the chance to optimise your compliance with quality and safety regulations and provide your customers with the quality they expect.

Organised by Foodnews in association with:



Eurofins Scientific is a leading international group of laboratories providing a comprehensive range of bio-analytical testing and support services to the food, pharmaceutical and environmental industries. For the fruit juice industry, Eurofins Scientific offers an extensive analytical service for authenticity testing, contamination detection and quality assurance. www.eurofins.com

Register by fax - see overleaf for details

World Juice 2007 Innovation Awards & Banquet

The 6th annual World Juice Innovation Awards will be presented at the World Juice Banquet on the evening of 9 October.

Innovation is the key to driving growth in the juice industry and the Awards recognise the most significant new product and packaging formats over the past year. Awards will be presented in two categories: **Best New Juice Product** and **Best Innovation in Packaging and Processing**.

Companies shortlisted for the awards will be invited to provide samples which will be displayed during the World Juice refreshment breaks. The Awards will be judged by an independent panel of experts.

You can nominate online at www.worldjuice.com/awards or email conferences@worldjuice.com.

Make your nomination today!

The World Juice 2007 Banquet takes place on 9 October at El Xalet, situated on the Montjuic hill above Barcelona. The restaurant and terrace offer fantastic views of the city, particularly after nightfall, providing the perfect setting for what is always an enjoyable and memorable occasion. Transport will be provided to and from the conference hotel and World Juice delegates will enjoy informal pre-dinner drinks followed by a three course dinner. **The World Juice Innovation Awards will be presented during the evening.**



Your conference location: Barcelona

Barcelona is renowned as a spectacular and vibrant city. From sightseeing to shopping to nightlife, it has something to offer every visitor. The stunning modernist architecture, characterised by unique buildings such as the Sagrada Família and La

Perdrera by Anton Gaudi, provide a fitting backdrop to a dynamic cultural scene including superb museums devoted to the works of Pablo Picasso and Catalan art. Explore the winding medieval streets which spread from the Ramblas

into the Gothic Quarter, with the cathedral at its heart. Relax in the parks on the fortress-topped Montjuic or the Parc Guell. In the evening, Barcelona boasts a fantastic restaurant scene and buzzing nightlife, including the revitalised areas around the Old Port and the Port Olímpic.

With its fantastic attractions and convenient travel connections, Barcelona provides a great location for World Juice 2007. We look forward to seeing you there!

Online Networking and Meeting

All registered delegates at World Juice 2007 can make contact with each other before and after the conference via the World Juice Online Networking System. The system gives you the chance to see who is attending the conference and arrange meetings in advance, enabling you to maximise your time at the conference. And if you

don't have time to meet someone at the conference, you can make contact via the Online Networking System when you are back in the office.

All registered delegates will be given access to the system 14 days before the conference. If you do not want to be included in the Online Networking System, please let us know when registering for the conference.

More than just a conference...

Whether you want to meet prospective clients, cement existing relationships, boost your company's brand profile, understand future market opportunities or gather market intelligence, World Juice 2007 allows you access to an un-equalled audience.

Sponsoring and exhibiting at World Juice 2007 is a fantastic way to raise your company's profile and create greater awareness of your brand. Sponsorship offers you a marketing solution that delivers results. You will enjoy all the benefits of associating with the right event, targeted at the right attendees.

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CONFERENCE REGISTRATION



Please register the following delegate/s for:
World Juice 2007 Conference - 8-10 October
World Juice Technical Seminar - 11 October

PLEASE WRITE CLEARLY - YOUR NAME BADGE WILL BE MADE FROM THIS INFORMATION

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CONFERENCE FEE

	No	Fee	VAT @ 16%	Total
Conference and Seminar Early Bird Rate <i>Register by 27 July</i>		€1565	€250.40	
Conference only Early Bird Rate <i>Register by 27 July</i>		€1265	€202.40	
Conference and Seminar Standard Rate <i>After 27 July</i>		€1685	€269.60	
Conference only Standard Rate <i>After 27 July</i>		€1375	€220.00	
Technical Seminar only		€475	€76.00	
			Total	

PAYMENT OPTIONS

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Email: conferences@worldjuice.com www.worldjuice.com

Included in the World Juice 2007 registration fee:

- Full access to all conference sessions and exhibition
- Welcome cocktail reception on 8 October
- World Juice Innovation Awards Banquet
– pre-dinner drinks, three course menu and wine
- Organised transport to and from the World Juice Innovation Awards Banquet and Conference Hotel
- Printed copies of all available presentations when you arrive at the conference
- Electronic copies of the presentations available to download online the week after the conference and sent on CD ROM
- Exclusive access to the online networking system before and after the conference

CONFERENCE DATE & VENUE

8-11 October 2007

Hotel Fira Palace

Av. de Rius i Taulet, 1-3, 08004 Barcelona, España

Tel: +34 934 262 223 Fax: +34 934 248 679

reception@fira-palace.com www.fira-palace.com

CONFERENCE FEE

Early Bird Rate

€1265 + VAT (or equivalent in GBP or US Dollars) for the conference only or €1565 + VAT for the conference and seminar, for registrations received with full payment by 27 July 2007. The conference fee includes lunch on 9-10 October, refreshments, welcome cocktail, awards banquet and copies of all papers, as available. The seminar fee includes refreshments and lunch on 11 October and copies of all papers available. If you are paying by credit card, the amount will be deducted in GBP.

Standard Rate

€1375 + VAT (or equivalent in GBP or US Dollars) for the conference only or €1685 + VAT for the conference and seminar after 27 July.

Group Rate

There is a 10% discount for three or more people registering from the same company.

World Juice Banquet – Spouse Rate

Spouses or partners of conference delegates are welcome to attend the World Juice Banquet for a fee of €100. Please contact us for more details and to reserve a place.

VAT

Spanish VAT at 16% will be added to all registration fees regardless of the delegate's home country. Certain EU regulations permit VAT paid in member countries to be reclaimed, for further information on this, contact your local tax authorities.

ACCOMMODATION

Hotel reservations are not included in the conference fee. Information on the conference hotel and other hotels will be sent to you with confirmation of registration.

CONFIRMATION

If you do not receive your email confirmation before the conference, please contact us to confirm that a place has been reserved on:

Tel: +44 (0)20 7017 7499 Fax: +44 (0)20 7017 7596

Email: conferences@worldjuice.com

The organiser will not be held liable for non-arrival of registration information.

All invoices and registrations processed must be honoured in full, unless cancellation has been received under the terms stated below.

CANCELLATION

Refunds will be made for cancellations received in writing before 10 September 2007, subject to a €125 administration fee. It is regretted that refunds cannot be made after this date, but substitute delegates are permitted, if notified in writing in advance. Please note that the programme and speakers featured may be subject to change.

CANNOT ATTEND?

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It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.