

Refreshing news for coffee

Increasingly sophisticated consumer tastes and the quest for quality and convenience has led to a plethora of new coffees and exotic flavours, pack sizes and types, plus many different delivery systems. The countless choices now on offer include mild, strong, traditional, and flavoured and gourmet brands, while there is also a growing demand for ethnic varieties.

Brand owners and retailers both large and small now offer coffees for almost every imaginable occasion in both single-serve and family packs: breakfast, coffee breaks and dinner in the home; café society offerings; ready to drink hot and cold coffees for on-the-go consumption; and specialist coffees for the office and catering outlets.

But, of course, it doesn't end there. Preparation processes from instant coffees through to specialist varieties for cafetières, filter and espresso machines, plus up-to-the-minute single serve systems are adding to the multitude of consumer choices.

The demand for more and more consumer convenience has led to a number of packaging innovations featuring alufoil including easy-open stand up pouches, single-serve stick-shaped pouches, and individual pods and sachets for the latest electronic coffeemakers.

The consumer's conscience is also playing an important role in product development with Fairtrade products gaining market share, while the environmental considerations of recycling and sustainability are ever present.

Family enjoyment: just one of the many coffee consumption occasions.
Picture from Punchstock



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Sustained high level of alufoil demand

Figures compiled by Eafa for the first six months of 2004, indicate that shipments of aluminium foil have maintained the healthy level set in the first quarter and were very much in line with the strong sales in the same period last year at 422,000 tons.

Industry opinion is that last year's disappointing third quarter will not be repeated this year, and general expectations for the rest of 2004 are the continuation of a high level of sales with even some further growth over the year as a whole.

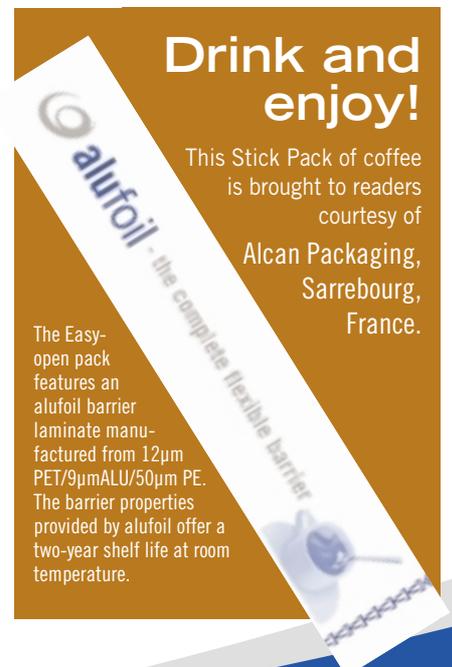
For the latest Eafa statistical information, go to www.alufoil.org.

Drink and enjoy!

This Stick Pack of coffee is brought to readers courtesy of

Alcan Packaging,
Sarrebouurg,
France.

The Easy-open pack features an alufoil barrier laminate manufactured from 12µm PET/9µmALU/50µm PE. The barrier properties provided by alufoil offer a two-year shelf life at room temperature.



News and innovation

Super temptations

To tempt the British consumer to graduate to super-premium branded instant coffee and bridging the gap between instant and ground coffee Nescafé turned to alufoil stick packs for a special money-off promotional offer for its Kenjara, Alta Rica and Cap Colombie coffees.

Currently about 29% of the British population purchase super-premium brands suggesting that they want quality and flavour but instantly, something on which a number of coffee brands are capitalising.

Utilising Amcor Flexibles' TearStick PET/foil/PE laminate with an easy open facility, Nescafé chose this aluminium foil laminate because of its high barrier properties and superior display potential. Nescafé says that the packs provide a high degree of consumer acceptance and its policy is to use the packaging that best meets consumers' needs.

Amcor Flexibles patented easy open technology, manufactured through a European licensing agreement, uses its special in-house manufactured linear tear PE grades to assist easy-opening.

Nescafé also uses aluminium foil sachets for single serve packs in hotel and catering outlets and pouches for vending machines.



Crème de la Crème

For many a cup of coffee is not complete without milk or cream and alufoil containers and lids have been chosen by Friesland Drinks, of Belgium, part of Friesland Cobercoas (to be re-named Royal Friesland Foods from January 2005), as the ideal material for milks that have to be sterilised at 120°C.

Used in upmarket coffee houses and restaurants, Plus Pack supplies the alufoil containers in both 9 and 15 gram sizes with a 50 micron easy-open foil lid. The lids are roto-gravure printed in up to 8 colours to reinforce the premium nature of the product.

Treat for tea lovers

An easy-open peelable foil membrane seals these distinctive packs for The Tetley Group's launch of a line of 50 exotic teas. The introduction to the UK and US markets follows the successful launch last year of a range of 23 teas for export to Canada.



Holding 20 tea bags, the packs offer the good barrier associated with alufoil, plus excellent on-shelf impact in supermarkets where teas are packed more commonly in folding cartons. The rigid construction also means that the cylindrical pack can be used as a storage container. The distinctive spirally wound and lined paper board packs are supplied by Sonoco, of Manchester.

Keeping Cool

Coffee-on-the-go is a bonus for the busy consumer but on hot summer days add the benefit of a cool drink straight from the coffee shop's cool cabinet and you are on to a winner.



These smart drinking cups for Emmi's Caffè Latte's lifestyle on-the-go range feature Premiumseal alufoil lids by Nyco Flexible Packaging, gravure printed in seven colours.

FACTS AND FIGURES

During the past year some 243 new coffee drinks have been introduced in France, Germany, Italy, Spain and the UK alone, according to Mintel's Global New Products Database. There has been a considerable increase in newer convenient coffee variants and widespread organic, ethical and herbal launches.

- More than 80% of the adult population in Germany, France, Spain, Italy and the United Kingdom drink coffee;
- Fresh ground coffee is more popular in Germany than in any other European country. Some 62% of Germans drink only fresh ground coffee and won't touch a cup of instant;
- In the UK tea is still the most popular hot beverage with just 3% of

British adults drinking fresh ground coffee;

- 44% of the British population drink instant coffee, compared with just 6% in Germany, 11% in France and 18% in Spain;
- Ground coffee is consumed by 40% of the French population and 32% of Spanish consumers;
- Germany accounts for 38% of the European coffee market by value;
- In 2003 each German spent on average €31.45 on coffee, while the Spanish spent the least – just €12.33. The European average spend was some €22.76.

Coffee – Pan-European Overview – France, Germany, Italy, Spain and the UK.
www.reports.mintel.com

Hot stuff

Commercialisation of new technology for a self-heating container featuring alufoil is expected by the end of the year in Europe and the USA.

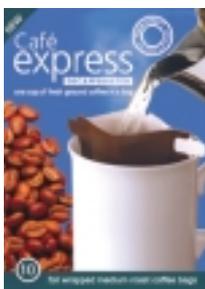


Courtesy of a collaborative venture between the inventors OnTech and Sonoco, one of the world's largest packaging groups, the innovative system features a tamper-evident alufoil seal.

Suitable for beverages such as coffee, soups and ready meals, the container is composed of an inner cone that holds crushed limestone (Calcium Oxide), and the outer container body, which holds the beverage product. A puck holds water and is sealed by a foil membrane. All components are made from FDA-approved materials.

When it's time to enjoy a hot beverage, the consumer simply pulls off the tamper-proof foil on the bottom of the can and firmly pushes the button down. This releases the water into the limestone and the combination of these two elements begins a natural thermal reaction to heat the coffee or other product. A thermal ink spot on the side of the container goes from pink to white when the drink is hot enough to consume.

Disposable cafetière



Molins' Pour-Thru Cafusa single-serve coffee bag technology featuring foil sachets to give a freshness guarantee is being used for Finlay Beverages' Café Express medium roast and decaffeinated coffees.

Each coffee bag is packed in a sachet of PE/alufoil/PET laminate. The sachet is nitrogen gas flushed and has a shelf-life of nine months.

Nespresso – first among equals

It's bonanza time for both in-home and café pods-based coffee machine makers with a vast range of new systems entering the market.

First among equals is Nespresso®, a dedicated in-home system combining advanced coffee capsules and machine technology that incorporates Nestlé's patented built-in extraction system.

Developed with its supplier Alupak, the Nespresso alufoil capsules and membranes preserve freshness, eliminate grinding and measuring, and bring an end to wasted coffee. Colour-coded by coffee type, the capsules provide an excellent example of how an alufoil container can be creatively and



technically integrated into a high quality coffee-making system.

The alufoil capsules are also fully recyclable with research from Nespresso showing the clear environmental benefits of the chosen packaging.



One of the fastest growing operating units of the Nestlé Group, Nespresso currently employs more than 900 people with its products sold in more than 42 countries across Europe, Asia, the Caribbean and the Middle East.

POD NEWS



Gourmet full-flavoured single-serve coffees in the comfort of the home look set to rival the coffee shop.

The latest trends for in-home systems feature a wide variety of single-serve pods. In Europe Wipf supplies a number of companies with easy open zippered PET/ALU/PE laminated stand up pouches for coffee pods including Darboven's Cora and IDEE Kaffee brands. It is also producing easy-open alufoil laminated single sachets for both Mövenpick and Seumeuse pods.



News and innovation



Rewarding time for easy open pouches

Easy open and reclose foil laminated corner-sealed stand up pouches for the Presidentti brand from the Finnish coffee producer Gustav Paulig have won a WorldStar* for Amcor Flexibles Kauttua, of Finland. The Paulig pouches are made from a high barrier laminate OPA 15/ALU 7/LDPE 100 Peel structure and feature high quality 8 colour gravure printing.

**WorldStars are presented by the World Packaging Organization only to packs that have won recognition in a national competition.*

Freshness guarantee

The integration of valve technology into coffee pouches is well known but this can have implications for reduced line speeds. But in the whole-bean coffee market valve technology is essential to create a gas-tight pack.

The Wipf answer is the ultrasonically welded WICOVALVE that can be applied at speed. It has the added advantage of being made from a stiff polyethylene that prevents "bending" when integrated into alufoil laminate materials. This helps to prevent distortion of the valve which may cause oxygen to enter the pack when it enters the supply chain.

It is suitable for use with prefabricated gusseted bags and stand-up pouches. It can also be sealed into the bags during the packaging process on automatic form/fill lines. With the addition of a special filter the WICOVALVE can also be used for ground coffee provided the pack is gas flushed again after the evacuation process.

Tchibo Feine Milde coffee uses Wipf foil laminate packs and the WICOVALVE



Simply the finest

Wipak's Aluthen foil laminate is being used by Munich-based Dallmayr Prodomo for its finest delicatessen coffee. The vacuum pack features an easy-open peel-layer which is one of the special features of Aluthen laminate that can be manufactured to provide a range of different properties including gas and aroma barrier, and puncture resistance. Wipak is also producing different MAP flowpacks for Azul Kaffee and J.J. Darboven.

Alufoil Trophy 2004: Become a shining light

Don't miss your opportunity to become a shining light. If you have a pack that provides excellence in innovation, protection, user convenience and environmental responsibility you should be submitting your entry now.

The deadline for entries is November 30, 2004. To enter visit www.alufoil.org

Come and talk to EAFA during Interpack 2005

EAFA will be on hand during Interpack 2005 - April 21-27 at the Düsseldorf Exhibition Centre - to answer all your questions about aluminium foil, its markets and applications. EAFA will also be presenting the winners of the Alufoil Trophy awards during the show.

30 years of progress

EAFA will be celebrating its 30th anniversary at its general assembly in October 2004. Since its inception EAFA has experienced continuous growth and now boasts more than 100 members in 22 countries across Western, Central and Eastern Europe.

EAFA member services include compiling statistical information, market research, generic PR, and promoting and developing the interests of the foil manufacturing and converting industry.



Sustainable development

All's fair for tea and coffee

Fairtrade, organic and environmentally-friendly products are among the fastest growing areas for both teas and coffees.

"Fairtrade products are measured in the hundreds of millions and even billions of dollars, and are among the fastest-growing segments of the food industry," said Martin Raine, agriculture and rural development sector leader in the World Bank's Latin America and Caribbean Region.

Fairtrade tea and coffee products have been particularly successful in the UK and Fairtrade now has 18% of the UK roast & ground coffee market, and over 3% of overall coffee sales. Sales increases, by retail value of Fairtrade teas and coffees between 2000-2003 were: coffee 121%, tea 86%.

In France coffee makes up some 62% of the Fairtrade market which was valued at €40 million last year by UK research organisation Leatherhead Food International.

Packaging is playing its part in growing the market and in the UK bright new designs for Fairtrade teas from Cafedirect are claimed to have boosted sales by 28 per cent. An inner foil bag was chosen because of its barrier properties while alufoil also gives the brand its premium credentials, according to Cafedirect.

A Caddy Pack for fair-trade tea bags is being used by Percol in its first move out of its trademark coffee territory. Packed in Sonoco's new tapered SonoWrap pack featuring a peelable foil membrane beneath an overcap, it is the first pack of its type to hit UK shelves.



Brian Chapman, managing director, Food Brands Group, said, *"The alufoil membrane seals in freshness and the unique 'caddy' design makes a stylish accessory for any kitchen."*





Find out more about alufoil !

– visit www.alufoil.org where you can find out all about every EAFA member, make business enquiries and see the latest news about alufoil applications and the industry.

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