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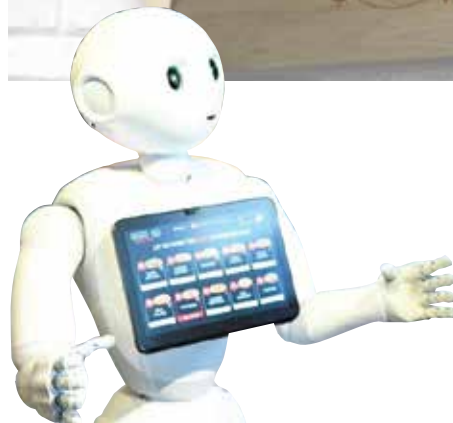
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Healthy and sustainable ingredients to dominate this year's menus

The Asian dining scene is going back to basics this year – with local, healthy and sustainable food ingredients dominating the menu. However, the emergence of these trends should not come as a surprise, as analysts already predicted healthy and sustainable ingredients steadily coming to the fore.

What's interesting is how chefs across the region are conceptualizing tasty menus, using healthy ingredients such as kale, or simple edible flowers to brighten up their plating. There is also less 'confusion' in fusion menu now, as restaurants such as Racines in Singapore are able to combine two different cuisines (French and Chinese) to create more exciting fare. In Hong Kong, chef Claudio Rossi points to similarities of different cuisines. For example, both Italian and Chinese cuisines use noodles, herbs and condiments – features that could pave the way for more appetising fusion creations in the future.

Sustainable is also top of mind, with hotels in Asia taking the time and effort to grow their own herb and vegetable gardens, so they not only get the freshest greens but also avoid food waste. A good example of this initiative is AccorHotels' fight against food waste to achieve sustainability – report on **Page 28**.

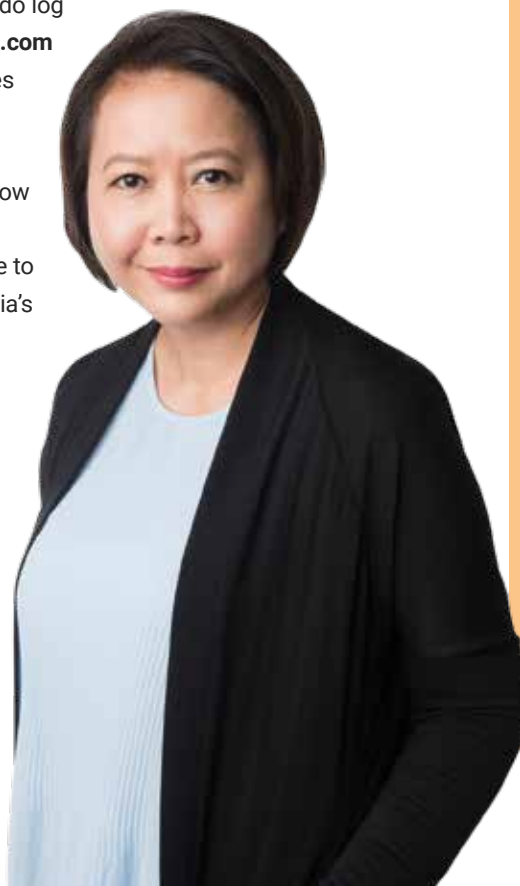
Later this month, most F&B players in the region, including the *Foodbiz Asia* (FBA) team of correspondents, will be heading to *Food&HotelAsia* (FHA) 2018 in Singapore.

As FBA is the official *FHA2018 Show Daily* publisher, we will be busy interviewing trade visitors, exhibitors and competitors taking part in the various culinary competitions and, of course, what's hot, what's cool at the show. If you are not able to attend, do log into our online portal www.foodbizasia.com for the digital edition of the show dailies each morning – from April 24 – 27.

If you are attending the show, don't forget to pick up a fresh copy of the show dailies each day, or head to our **booth 2N3-10** at Singapore Expo to subscribe to a print and/or digital edition of *FBA*, Asia's B2B magazine for the food industry.

See you at *FHA2018*!

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Dining trends that are exciting Asian palates

Local, sustainable, healthy, back-to-basics or comfort cuisine are just some of the dining trends powering menu offerings in restaurants and hotel dining establishments in the Asia-Pacific region — trends that clearly resonate with what analysts have revealed early this year about the types of food that will excite Asian palates



“It is all about clean, local and sustainable food. With the rise of the new generation of chefs who are driven by rewards, recognition and love for the local cuisine, we see more authentic ethnic cuisines on the table,” Abdullah Mohammad, F&B director, Sofitel Singapore City Hotel, tells *Foodbiz Asia*.

For the Singapore dining scene, Abdullah says the turning point was the recognition of local hawker centre food by the well-followed *Michelin Guide* in recent years – giving the new breed of chefs hope that simple and inexpensive hawker fare prepared in open-air food courts can compete with more sophisticated cuisines.

Sustainable food, on the other hand, is also gaining traction. “Slowly but steadily the demand to support local and sustainable produce is growing,” notes Abdullah. “Every establishment is talking loud about their support for the local produce as this creates a great sense of place. Gaining momentum across the world, sustainable cuisine is all about dining that lets food lovers indulge without damaging the earth,” he explains. “The produce used are organically grown, ethically raised and responsibly sourced – all in a



“Thanks to the social media, there is a cut-throat competition for creativity as every chef wants his or her food to be posted on Instagram or Facebook. Consumers want to see plates of art that is clean and colourful.”

— Abdullah Mohammad,
F&B Director, Sofitel Singapore
City Hotel.

way that does not deplete natural resources or upset the ecosystem.”

In Hong Kong, Claudio Rossi, executive chef at Conrad Hotel Hong Kong, reveals to *Foodbiz Asia* that “urban eateries” are now becoming part of the local dining landscape. These eateries – in the form of *aperitivo* bars, burger shops

and bakeries offer affordable and simple menus. “They are all uniquely designed with urban touches where guests can enjoy a quick and easy meal comfortably,” he says.

Hong Kong diners are also focusing more on healthy meals. “Eating responsibly is drawing more attention too, like healthy menus featuring organic and seasonal produce as well as sustainable sourcing,” Rossi notes.

“With the focus on well-being for individuals and social responsibilities for corporates, balanced diet is taking up a big share in the dining landscape.”

Another dining trend is the back-to-basics or “comfort food” dining now sweeping across Italy, Asia and South America, Rossi reveals.

“This is driven by the economy with the demand for lower price range simple food that is ‘Instagrammable’ and good in taste.”

However, dining trends have cycles. “It is not surprising to see the return of some of the previous trends,” he says, citing the modification of well-presented vegan dishes as an example.

But regardless of what the trend is, comfort cuisine like mom’s recipe will last forever, Rossi quips.

FOOD IN SOCIAL MEDIA: PHONE EATS FIRST

“Thanks to the social media, there is a cut-throat competition for creativity as every chef wants his or her food to be posted on Instagram or Facebook. Consumers want to see plates of art that is clean and colourful,” says Sofitel Singapore’s Abdullah.

The current trends are led by the millennial mindset who are well-travelled and well-connected, he adds. “They don’t want to feel like a tourist, but a traveller in the locale.”



Hence, millennials are travelling far and wide to experience local flavours.

And because these new generation of diners are very much into social media such as Instagram, Twitter or Facebook, chefs strive to make sure the dish attracts not only the palate, but the eyes as well. "Phones are eating the food first, thus a need for a clean and colourful plating," Abdullah says. People are looking for stories behind an ingredient, dish or preparation method to share with the world, he adds.

WESTERN + ASIAN CUISINES

While Asian and western cuisines differ greatly, there are still similarities in terms of cooking methods or

flavours that chefs use to create new and exciting dishes.

For example, Rossi, who is Italian, says it is hard to compare Asian cuisines with Italian cuisine, as Asia comprises too many different types of cuisines across the region.

"Among the many Asian cuisines, Chinese shares many similarities with Italian, as the cuisine also use noodles, dumplings, baked pastries, and condiments like vinegar and sugar, and herbs," he explains.

On the other hand, Sofitel Singapore showcases a combination of "authentic French cuisine and refined Chinese local delights" in its star restaurant Racines.

"We always had this in mind while

developing our concept; this is the reason we have created a destination that serves the best of France along with the best of local Chinese cuisine under the same roof," Abdullah relates. The key, he says, is to aim for excellence with simplicity and authenticity.

KALE AND OTHER TRENDY INGREDIENTS

With so many Asian cuisines, it is hard to name just a few ingredients that are trending across Asia, says Rossi. However, kale seems to be an ingredient that is becoming popular. "With the focus on well-being mentioned earlier, fresh kale and beets are more common nowadays



Chef Claudio Rossi, executive chef, Conrad Hotel Hong Kong: "Eating responsibly is drawing more attention, like healthy menus featuring organic and seasonal produce as well as sustainable sourcing."



on café menus, salad bars as well as supermarkets,” he notes. “Organic seeds, healthy quinoa and crispy sago chips are often picked by chefs in designing the menus.”

Meanwhile, healthy ingredients, along with a Hawaiian-inspired appetizer and locally-sourced produce, are the ones gaining traction in South-east Asia.

“There is a big drive to support local farms,” says Abdullah. “Love for poke (Hawaiian raw fish with salad greens) and kale are still hot. There is more awareness around the health benefits of grains and seeds, and people want to add this to their breakfast cereals, salads and even drinks.” Additionally, edible flowers

to create camera-friendly colourful plating/presentation are also popular, he says.

THE FUTURE OF ASIAN DINING

Rossi predicts that respecting and showcasing the authenticity of local cuisine paired with top-notch service and dining vibe will continue to lead the way in Asian hotel dining.

“The demand for fine-dining pushes the height of hotel dining with diversity and unique experience,” he says. “More healthy choices and live cooking stations will enhance the dynamic and vibrant food spread in the all-day dining restaurant.”

Meanwhile, even though times are tough, Abdullah says hotels will

always have an edge over private restaurants especially in a market like Singapore, where people have so many choices.

Hotels are able to deliver quality at a more consistent basis and are now investing heavily on the F&B part of their business, so they can keep up with time in terms of F&B trends and creating some beautiful destination to attract foodies, he adds.

“I would say it is exciting times for hotel F&B venues as there is willingness to get out of the traditional and treat these venues as a separate entity which will provide the flexibility to do things differently,” Abdullah concludes. **F**

Conrad Hotel Hong Kong's Chef Claudio Rossi predicts that respecting and showcasing the authenticity of local cuisine paired with top-notch service and dining vibe will continue to lead the way in Asian hotel dining.



PHOTO: CONRAD HOTEL, HONG KONG

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One of the Mango Tree's signature dishes: Pad Thai Lobster.

RESTAURANT GROUP SHARES RECIPE TO ENTICE DINERS WORLDWIDE

What's the secret of attracting diners? On the heels of its newly opened Mango Tree Thai restaurant in Guangzhou, China, Foodbiz Asia managed to convince Trevor Mackenzie, managing director of Exquisite System, which owns Mango Tree and COCA Restaurants brands worldwide, to reveal the key to whetting appetites around the globe.

What are some of your strategies in attracting diners to the new restaurants? For example, in the recently opened Mango Tree Guangzhou, do you incorporate local ingredients to the menu to attract diners who are not very familiar with Thai cuisine?

Trevor Mackenzie: In all our outlets around the world, this is exactly what we do – work with the local farmers and to make a sense of connection with our local diners. For example, when we had our outlet in the US, it inspired us to use Maine lobsters with our Pad Thai (a noodle dish), which has now become one of our signature dishes around the world. In Manila, they love pork ribs – so we made Isan Larb Pork Ribs. In India, they want vegetarian, so we offer a Thai-style chick pea and lentil salad with Paneer Satay. In Qingdao, we utilized the local seafood such as razor clams with Pad Cha, and for Guangzhou, being such a foodie place, we will soon announce a number of our new dishes.

What dining trends in the Asia-Pacific region are catching your group's attention, and are you incorporating these trends in your restaurants?

Mackenzie: Designs are changing, and they are becoming more lively and feminine to a certain extent. Plateware has boomed – now it seems every food has its own specific plateware at some restaurants. Imagine the plateware inventory, wow! Presentations are important – if it's not 'wow', it doesn't make it to social media which is the biggest trend changing the food business.

Another catchword of the year is sustainability – and of course, we are noticing this and participating. Our restaurant group has just handed over the management to the third generation and all the above I have mentioned are what's driving these changes; it's no longer the

babyboomers eating out, it's everyone – eating out is a lifestyle now!

How do you see the Asian dining scene this year?

Mackenzie: Asian dining scene is becoming even more competitive – it seems to be the business of choice these days – and also shopping malls have increased their percentages of space to 30%-35% to help drive traffic to the malls.

Which markets in the region are showing a lot of promise in terms of growth?

Mackenzie: Vietnam seems to be the main one primarily due to the increase in disposable income, and the increase of outlets out there – malls are popping up everywhere, a big shift from roadside shops to proper air-conditioned restaurants. However, this has made rentals go through the roof, so I sense a bit of slowdown later in the year.

China still has lots of room to grow with more new locations becoming available, coupled with the rise in spending power and the crave for outside dining concepts. Thailand, Malaysia and Singapore are very saturated already; however, as some operators aren't making as much profits, this creates opportunities for the successful ones to take over in these markets.

Myanmar is always up-and-coming; however, location availability is the biggest challenge. But eventually, this will be a good market to go in the coming years. For Indonesia, its spending power is rising and it's time to go outside Jakarta, as I believe, and capitalize on this growing income.

And the factors that will propel growth? Spending power and location availability at the right price. 📌



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Food delivery provider enters the dine-in restaurant business

Food delivery service provider foodpanda has launched a new dining concept, with Singapore as its first pilot city in Asia

Called *favourites by foodpanda*, the new eatery has a pop-up kitchen concept that brings together nine popular F&B brands under one roof. Foodpanda said this concept has already set a precedent in Singapore, as *favourites by foodpanda* is the first 30-seat dine-in restaurant operated by a food delivery company.

Since its creation, the on-demand food delivery service has grown to more than 27,000 partner restaurants in over 190 cities across 12 Asian and Central European countries globally.

“The launch of *favourites* is an important step in our growth strategy, helping our restaurant vendors to increase their output and reach,” said Luc Andreani, managing director of foodpanda Singapore. “We are proud to be the first delivery company in Singapore to operate a dine-in restaurant, creating a fun and vibrant market kitchen atmosphere.”

The new delivery-cum-dine-in concept offers dishes from leading F&B brands such as Ichiban Bento, Crystal Jade Kitchen, Crystal Jade La Mian Xiao Long Bao, Coca-Cola, Nene Chicken, Saap Saap Thai, Kaffe & Toast, Ben & Jerry’s, and Wingzone.

For partner restaurants, *favourites by foodpanda* is an opportunity for



The new delivery-cum-dine-in concept offers dishes from leading F&B brands such as Ichiban Bento, Crystal Jade Kitchen, Crystal Jade La Mian Xiao Long Bao, Coca-Cola, Nene Chicken, Saap Saap Thai, Kaffe & Toast, Ben & Jerry’s, and Wingzone.

them to expand their output and reach a new customer base while taking advantage of foodpanda’s efficient infrastructure. The space and facilities of a pop-up kitchen are offered rent-free to brands in return for a percentage commission from their sales, foodpanda explained.

The 3,100sqf Singapore eatery,

which is located at 71 Woodlands Avenue 10, will deliver food orders to nearby districts of Sembawang and Yishun. Customers have the option to mix and match orders with one delivery fee, or visit the site to dine in.

In Europe, the first *favourites by foodpanda* has been set up in Berlin, Germany. 🇩🇪

PHOTO: FOODPANDA

retail

Market saturation slowing down bottled water sales in China

While China remains one of the biggest bottled water markets globally, the latest research from global market intelligence agency Mintel reveals that retail volume sales are on the decline

Mintel reveals that in 2017, China's bottled water market was forecast to reach sales volume of 27 billion litres – up from 25 billion litres in 2015. However, the global research firm discovered that sales volume growth has dipped from 5% in 2015 to 4.2% in 2017. Mintel predicts sales to fall further to 2.8% by 2021.

In what is the world's most populous country, the expansion of bottled water has been relatively fast, with per capita consumption rocketing from just five litres in 2007 to 20 litres in 2017. However, this is still relatively low compared to more developed markets such as Mexico (222 litres per capita) and the US (120 litres per capita), says Mintel.

PREMIUMIZATION PULLED IN SALES

Loris Li, associate director, Food and Drink, Mintel, says while premiumization pulled in sales for bottled water in the past, market saturation may hinder future growth.

“Due to trends in premiumization, China's bottled water industry has seen rapid growth over the past decade. However, it was only a matter of time before market saturation started inhibiting growth potential for bottled water brands, especially amid intensified competition in the

wider beverage market with more Chinese consumers drinking bottled water, brands are under pressure to differentiate themselves from rivals,” she says.

However, despite a saturated market, innovation opportunities still exist, and premiumization remains key for value market growth, she adds.

According to Mintel's research, having more premium options prompted half (50%) of Chinese consumers aged 20-49 to drink unflavoured sparkling water in 2016, up from 29% in 2015. Notably, three in five (60%) drank flavoured sparkling water in 2016, an impressive increase from 30% in 2015.

STRONG GLOBAL MARKET FOR BOTTLED WATER

Mintel says bottled water remains one of the strongest performing sectors of the global non-alcoholic drinks market, with retail sales volume in key global markets climbing by 6.5% between 2016 and 2017 to reach an estimated 203 billion litres. The research firm says the US is currently the largest bottled water market, with volumes forecast to reach 39 billion litres in 2017. The US is followed by Mexico (28.7 billion litres), China (27 billion litres), Indonesia (16 billion litres) and Germany (12 billion litres) – rounding out the list of top five bottled water markets globally.

India's bottled water sector



Mintel says bottled water remains one of the strongest performing sectors of the global non-alcoholic drinks market, with retail sales volume in key global markets climbing by 6.5% between 2016 and 2017 to reach an estimated 203 billion litres.



Mintel reveals that sales volume growth for bottled water in China has dipped from 5% in 2015 to 4.2% in 2017. The firm predicts sales to fall further to 2.8% by 2021.

outpaced growth of any of the other major global markets between 2016 and 2017, recording an impressive 19% growth. Among the top five fastest-growing bottled water markets are Indonesia (13.2%), Vietnam (11%), the Philippines (10.6%) and South Korea (9.9%).

“Recognizing that India’s population is among the largest in the world, it remains a sleeping giant in the global market. However, India’s bottled water retail sales have climbed significantly in the last year,” commented Alex Beckett, associate director, Food and Drink, at Mintel.

“This growth is being driven by rising incomes, consumer concerns over hygiene, and convenience needs, particularly when out of home. India has a fragmented and comparatively unregulated bottled water market, but big global companies appear to be keen to expand their presence in the country.”

BOTTLED WATER VERSUS CARBONATED DRINKS

Mintel also discovered that more consumers in the US are drinking bottled water compared to carbonated soft drinks (CSDs). Research reveals that 25% of Americans claim to be drinking more water. Among this group, 76% say they are drinking fewer CSDs, and 70% claim to be increasing their water intake to reduce their sugar intake, according to data compiled by Mintel.

In the UK, as many as 48% of bottled water drinkers/buyers have switched to bottled water from other drinks such as CSDs, rising to a huge 55% of consumers under the age of 34.

Mintel’s Global New Products Database (GNPD) also shows that there was an increase in the number and share of flavoured water launches bearing a low/no/reduced (L/N/R) sugar claim in 2017. Of all the

flavoured waters launched globally in 2017, those bearing an L/N/R sugar claim accounted for 32% of launches, up from 23% in 2016, the database reveals.

Beckett says: “The growth that the global water market is experiencing reflects consumers’ preference for less sugary drinks, lively levels of innovation, and uncertainty about the safety of domestic water supplies.”

He adds that growth is also benefiting from an increased willingness among consumers in certain markets to pay for premium bottled water. “Flavoured waters with the low/no/reduced sugar claim can appeal to consumers who are switching off of sugary drinks, but still want flavour, adding momentum to growth in the wider bottled water market,” Beckett concludes. ■

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lookout

Demand for ‘White Gold’ increasing in South-east Asia

European dairy product export, particularly from Belgium, continues to rise in South-east Asia, a trend that is enabling VLAM, Flanders’ Agricultural Marketing Board, to promote Belgian ‘White Gold’ in the region

A ccording to the Food and Agriculture Organization (FAO), the per capita consumption of milk and milk products is currently higher in developed countries. However, this gap is narrowing as developing countries’ demands for milk and milk products are also increasing, due to rising incomes, population growth, urbanization and changes in diets. This trend, says FAO, is very pronounced in East and South-east Asian markets – particularly in highly populated countries such as China, Indonesia and Vietnam.

SOUTH-EAST ASIA: MARKET OPPORTUNITIES FOR DAIRY PRODUCERS

This growing demand for milk and milk products in the ASEAN region is providing Belgian dairy producers an opportunity to tap the South-east Asian market to expand abroad.

VLAM, Flanders’ Agricultural Marketing Board confirmed that European dairy products are becoming more popular in ASEAN. In fact, during the past decade alone, the total European dairy export to this region has more than doubled. Belgium’s exports continuously grew within a period of 10 years (2008-2017), gradually becoming 8.6 times larger and reaching an export volume



To create further awareness of Belgian dairy products in the region, VLAM launched its “White Gold. Straight from the heart of Europe” campaign built around Belgium’s dairy products. ‘White Gold’ refers to the premium milk found in the country and which is the basis for a very broad assortment of dairy products.

of 66,000 tons in 2017. In value, the Belgian export grew 6.5 times bigger and reached an export value of almost €135 million (US\$166 million), VLAM explains.

This means Belgium now has a volume share of 10.3% in the European export, compared with its dairy export in 2008, when Belgium contributed only 3.4% of the European

dairy export to South-east Asia.

BELGIAN DAIRY’S STRONGEST MARKETS

Currently, the most important South-east Asian market for Belgian dairy products is Indonesia, with a share of 42%. The Indonesian market also leads the Belgian export growth in South-east Asia. The second

most important market goes to the Philippines (18.7% volume share), with Thailand and Malaysia in the third and fourth positions respectively.

The most popular exports to these markets are skimmed and whole milk powders, followed by butter and milk fat. The demand for Belgian cheese is also on the rise, says VLAM.

CAMPAIGN FOR BELGIAN DAIRY PRODUCTS

To create further awareness of Belgian dairy products in the region, VLAM launched its "White Gold. Straight from the heart of Europe"

campaign built around Belgium's dairy products. 'White Gold' refers to the premium milk found in the country and which is the basis for a very broad assortment of dairy products. Its main visual includes a striking image of a glass of milk with gold elements displayed prominently on the agricultural marketing board's regional trade show booths, in advertisements and on its website www.whitegoldfromeurope.eu. VLAM, along with APAQ-W, (Walloon Agency for the Promotion of Quality Agriculture), worked on this campaign to promote Belgian dairy products internationally.

THE BEST OF BELGIAN DAIRY AT FHA2018

At this month's Food&HotelAsia (FHA2018) in Singapore, VLAM, together with APAQ-W, is hosting five Belgian companies who are showing off the best of Belgian dairy products to the South-east Asian market at **Hall 5 booth 9F4-0** at Singapore Expo.

Together, these companies – Eurofit, INEX, Milcobel, Olympia and Solarec – offer a wide range of dairy specialties, from milk powder to (organic) milk, processed cheese and cream. 🇧🇪



According to VLAM, Flanders' Agricultural Marketing Board, European dairy products are becoming more popular in the South-east Asian market. In fact, during the past decade alone, the total European dairy export to this region has more than doubled.

WHY BELGIAN DAIRY?

VLAM, Flanders' Agricultural Marketing Board, lists why South-east Asia's F&B sector should consider Belgian dairy

TOP QUALITY

VLAM says superior quality and food safety are the pillars upon which the Belgian dairy companies form their exportation guidelines. Belgian dairy is renowned for its high-quality standards by imposing rigorous controls throughout the production and transportation processes, from the farmers to the consumer. All farm milk is checked upon delivery at the factory along various quality parameters. Additionally, each farm is audited on matters such as animal health, animal welfare, cleaning and environment.

FAMILY-RUN BUSINESSES

The Belgian dairy sector draws on its independent and family-owned roots. In contrast with the more industrial German producers, Belgian dairy is defined by its smaller-scale facilities. Often passed through generation upon generation, the traditional values remain an integral part of the business.

SUSTAINABLE PRODUCTION

Sustainability has become an integral part of daily life. That

is why the Belgian dairy sector wants to contribute to a more sustainable future. Its proactive approach works on multiple levels: from the dairy producer, through the transport and until the final processed products. The results are promising. For example, the Belgian dairy industry has reduced its CO2 emissions by 25% since 2005; 22% of the companies are producing green energy; and the petrol usage per litre of transported milk has gone down by 11% between 2006 and 2014.

Knowing all this, it is not a surprise that Belgian dairy is renowned across the globe, both to international importers or domestic clients, VLAM says. The agricultural marketing board reveals that the Chinese government has approved the importation of Belgian dairy after thoroughly screening the Belgian facilities. 🇧🇪

A harmonized regulatory framework through good regulatory practice (GRP) adoption, capacity-building and a partnership model can lead to improved trade and, in turn, enormous opportunities for the food industry in Asia.

lookout

Harmonizing food standards in ASEAN

How will harmonizing food standards benefit the ASEAN F&B industry? In this article authored by YiFan Jiang, head of Science & Regulatory Affairs, Food Industry Asia (FIA), and Teresa Lo, programme leader, ASEAN Food and Beverage Alliance (AFBA), both FIA and AFBA explain why it is important for ASEAN countries to create proper procedures for implementing and enforcing harmonised food guidelines or standards

When the Association of South-east Asian Nations (ASEAN) marked its 50th anniversary last year, its role in promoting stability and economic progress for the region's 630 million people was widely celebrated.

There is good reason to acknowledge ASEAN's achievements. The creation of a single regional entity has elicited cohesiveness among 10 countries with unique political, social and cultural landscapes. With economic progression as a shared aspiration, ASEAN has facilitated significant milestones over the past decade, such as free trade agreements and the establishment of the ASEAN Economic Community (AEC).

As the region looks forward to improved trade facilitation, regulations and standards in countries must keep up with change to ensure they remain relevant.

Members of ASEAN's food industry have been working closely together to identify and address trade-related issues that may impact businesses. Trade barriers often manifest in the form of regulatory hurdles, and we see many food

companies facing fragmented regulatory frameworks in ASEAN member states.

Non-tariff measures serve to ensure food safety; protect health of humans, animals and plants; fight pests and diseases; and protect the environment. A particular concern for the industry is when non-tariff measures become non-tariff barriers, such as trade permits, export permits, export taxes, import licences and bans which hinder cross-border trade. Due to constrained resources, this usually impacts the aspirations and work of small and medium-sized enterprises the most.

Food Industry Asia (FIA) and the ASEAN Food and Beverage Alliance (AFBA) believe that Good Regulatory Practice (GRP) is key to harmonizing regulations and minimizing the occurrence of non-tariff barriers. The GRP framework is underpinned by transparent and accessible regulations, information exchange, stakeholder consultation and alignment with international standards and best practices. By adopting GRP, regional harmonization or

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mutual recognition can follow as a natural extension. To fully realize the benefits, it is imperative that ASEAN creates proper procedures for implementing and enforcing harmonized guidelines or standards.

Earlier this year, AFBA, with the support of FIA, launched a report on the trade impact of non-harmonized nutrition labelling in ASEAN. The report focused on the technical trade barriers in ASEAN for the pre-packaged F&B sector brought on by the non-harmonized nutrition labelling regulatory framework across countries. The report presented Codex guidelines as an international framework for nutrition labelling, as part of its recommendations to harmonize standards.

To allow harmonization to occur across the entire region, we must help build capacities, especially



With industry members as the drivers, and policymakers and regulators as the enablers, the harmonization of food standards can be effectively achieved.

**– YiFan Jiang,
Head of Science &
Regulatory Affairs (FIA)**

within less developed countries. This requires effective participation from the public and private sectors, as well as development partners. Through a multi-stakeholder partnership approach, FIA has been leading several food safety capacity building programmes in ASEAN to integrate supply chains and improve government regulations and testing capacity, in line with international standards.

One example is a recent collaboration between FIA and the Asia Development Bank to conduct capacity building training sessions within government laboratories in Cambodia, Laos, Myanmar, Thailand and Vietnam. The goal is to enhance the regulatory framework and analytical techniques in the testing for mycotoxins and aflatoxins in various food commodities, and to facilitate trade of commodities that are important to this region.

All stakeholders in the food industry play an important role in the journey towards harmonization. It is imperative that we address challenges together and speak with one voice – we cannot work in silo. Since its establishment, AFBA has been actively engaging the ASEAN Consultative Committee on Standards and Quality (ACCSQ) Prepared Foodstuff Product Working Group (PFPWG) to present and champion industry initiatives for regional integration of regulatory regime and technical infrastructure.

The Food Industry Asia (FIA) and the ASEAN Food and Beverage Alliance (AFBA) believe that good regulatory practice (GRP) is key to harmonizing regulations and minimizing the occurrence of non-tariff barriers.



Members of ASEAN’s food industry have been working closely together to identify and address trade-related issues that may impact businesses.

**– Teresa Lo,
Programme Leader
(AFBA)**

ASEAN’s growing market means that the quest for economic progress will remain a common aspiration for member states. A harmonized regulatory framework through GRP adoption, capacity-building and a partnership model can lead to improved trade and, in turn, enormous opportunities for the food industry in Asia.

With industry members as the drivers, and policymakers and regulators as the enablers, the harmonization of food standards can be effectively achieved. **F**

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lookout

Minister-led agri council to explore market for Taiwan's food products

Taiwan's exports to Malaysia is seeing an 8.87% jump compared to the previous year – with the export products mainly of processed grain foods, pastry, fish and shellfish

To gain a deeper understanding of the local consumer demand for and actual sales volume of Taiwanese food products in Malaysia, a delegation led by Taiwan's Council of Agriculture (COA) Minister Lin Tsung-hsien last month visited several retailers in Kuala Lumpur who are selling Taiwan-produced agricultural products.

During the first leg of the two-day trip, Lin and his delegation paid several visits to local supermarkets such as Aeon at Mid Valley Megamall to find out the sales situation of Taiwan's agricultural products.

Lin said that in 2017 the total value of trade between Taiwan and Malaysia in agricultural products reached US\$205 million – a 5.44% increase from 2016. The minister added that Taiwan's exports to Malaysia are also seeing an 8.87% jump compared to the previous year – with the export products mainly of processed grain foods, pastry, fish and shellfish.

Lin said Malaysia is an



Taiwan's Council of Agriculture Minister Lin Tsung-hsien (left) introduces atemoya to a local staff during a visit to a supermarket as part of his two-day trip to Malaysia.

indispensable trading partner to Taiwan. In 2016, Taiwan's New Southbound Policy was launched to focus on strengthening ties with its neighbours in South-east Asia. The COA assisted in setting up Taiwan's Mitagri Co that same year to help promote this policy.

So far, Mitagri has exported 22 metric tons of atemoya (pineapple sugar apple fruit) to Malaysia, according to the data compiled by the COA. This year, exports of atemoya to Malaysia is expected to reach 40 metric tons.

To ensure the quality of exported products, an agricultural research and extension in Taitung (eastern

Taiwan) has developed new shipping methods, especially in food preservation and storage.

EXPLORING HALAL MARKET

Taiwan is also exploring ways on how to expand its market share in the halal market, as demand for halal products continue to rise globally. The COA said it is planning to organize delegations to participate in several halal events such as 2018 Malaysia International Halal Showcase, happening this month, as well as 2019 Fi Asia to be held in Thailand from Sep 11-13, with an aim to seize more business opportunities in the halal market. 

lookout

Campbell completes purchase of major snacks company Snyder's-Lance

Acquisition will create 'significant shareholder value' through both revenue growth and cost synergies



The Campbell Soup Company has completed its purchase of Snyder's-Lance, Inc, one of the biggest salty snack makers in the US.

"Snyder's-Lance represents a strategic and transformative acquisition for Campbell, creating a US\$10-billion company with nearly half of our annual net sales in the faster-growing snacks category," said Denise Morrison, Campbell's president and CEO. "The combination of Campbell and Snyder's-Lance creates a unique, diversified snacking portfolio of differentiated brands and a large variety of better-for-you snacks for consumers."

Campbell completed the acquisition of Snyder's-Lance for \$50 per share in an all-cash transaction, which represents an enterprise value of approximately \$6.1 billion.

"I am excited about the combination and confident that it will create significant shareholder value through both revenue growth and cost synergies," Morrison added.

INTEGRATION WITH PEPPERIDGE FARM TO FORM CAMPBELL SNACKS

To unlock the power of the combined brand portfolio and achieve both cost and potential revenue opportunities, Campbell is integrating its Pepperidge Farm portfolio with the newly acquired Snyder's-Lance's to create a unified snacking organization in the US called Campbell Snacks.

The Campbell Snacks portfolio will feature Pepperidge Farm's iconic brands, including Goldfish and Milano, along with Snyder's-Lance's well-known brands such as Snyder's of Hanover, Lance, Kettle Brand, KETTLE chips, Cape Cod, Snack Factory Pretzel Crisps, Emerald and Late July.

Campbell said its global baked snacks product portfolio, including its Pepperidge Farm, Arnott's and Kelsen businesses, generated approximately \$2.5 billion in net sales in fiscal year 2017. With the addition of Snyder's-Lance, snacking will now represent approximately 47% of Campbell's annual net sales (previously 32%). Campbell's soup portfolio will represent approximately 26% of the company's annual net sales.



"We carefully selected leaders from Campbell and Snyder's-Lance to form the Campbell Snacks leadership team based on their expertise and understanding of how to leverage both businesses to support overall growth and profitability across the enterprise," said Carlos Abrams-Rivera, who will head the new unit. "The Campbell Snacks team will focus on optimizing the value of our US snacks business to deepen our partnership with customers through the power of the combined portfolio."

Campbell expects to achieve approximately \$170 million in cost synergies by end of fiscal 2022. Additionally, Campbell expects to achieve around \$125 million of Snyder's-Lance's existing cost transformation programme. Campbell will integrate key control functions, including supply chain and quality, and finance.

Snyder's-Lance reported \$2.2 billion in net sales for the year ended 30 Dec 2017.



technology



Robotic technology enhancing customer relations at pizza eatery

Mastercard and SoftBank Robotics provide “more frictionless and human brand experience” to customers at a Pizza Hut outlet in Singapore

SoftBank Robotics Corp and Mastercard recently launched a voice-based commerce application for a humanoid robot at Pizza Hut Singapore’s SAFRA Punggol outlet.

“At Pizza Hut, we are focused on digital innovation that gives customers a more frictionless and human brand experience,” said Vipul Chawla, managing director of Pizza Hut Restaurants Asia. “Our collaboration with Mastercard and SoftBank Robotics to introduce this humanoid robot to our restaurant experience is another example of this.”

The robot developed by SoftBank will not only help diners with menu choices and personalized recommendations, but also help customers make fast, simple and secure digital payments using Mastercard’s Masterpass payment system via its Connected Device API. To get started, consumers simply have to greet the robot and pair their Masterpass account embedded in the Pizza Hut Singapore mobile app to enjoy a seamless checkout experience.

“We are thrilled to develop a new humanoid robot-based payment application with Mastercard, one of

the world’s top payments technology companies,” said Kenichi Yoshida, chief business officer of SoftBank Robotics. “With the use of this application, we hope that customers will experience smooth ordering and payment. We also hope it will make restaurant management easier.”

Mastercard also worked with robotics and artificial intelligence firm Teksbotics to combine voice-based interface technologies for the robot that are connected with Mastercard’s own secure payment services. The result is a safe and easy voice-assisted commerce experience with the potential to be adopted across various environments – from retail to restaurants like Pizza Hut and beyond, the payment system company said.

The integration of Masterpass – Mastercard’s digital payments solution – into its Connected Device API means consumers have the added convenience of now being able to pay across a number of different interfaces, whether via digital voice-based assistants, social media chatbots or mobile apps.

“Mastercard is making it faster and simpler for merchants to onboard to any new voice and chatbot interface without major backend integrations,” said Rama Sridhar,



Softbank Robotics’s Kan Kiyota (left) and Tobias Puehse of Mastercard Labs, Asia Pacific, with the robot staff at Pizza Hut in Singapore.

executive vice-president, Digital and Emerging Partnerships, Asia Pacific, Mastercard. “With the Connected Device API, consumers now have an additional payment choice that is readily available on all types of digital interaction points without compromises on security and personalization.” ■

PHOTO: SOFTBANK

good earth

Indian hybrid seeds company partners with US biotech firm



The partnership will also enable the delivery of new varieties of fruits to Mahyco Grow's existing customers and the region's farmers.

Phytelligence, a US agricultural biotechnology firm, has entered into a partnership with Indian seeds company Mahyco Grow to provide farmers in the subcontinent with the most advanced technology available in horticulture.

"Collaborating with a group as innovative as Mahyco Grow presents a strong step forward for Phytelligence internationally," said

Phytelligence CEO Ken Hunt. "It's a major win not only for the company, but also for growers in the region who can look forward to improved plant material and a much higher profit in the coming years. Our mission is to serve growers across the globe and this partnership takes us one step closer to fulfilling that promise."

Using the Phytelligence's MultiPHY process which supports higher density planting systems, plants

produced by Seven Star Fruits, a company of Mahyco Grow, will result in higher yields per acre and more sustainable production. The alliance will also enable the delivery of new varieties of apples, cherries, peaches, plums, berries, grapes, nuts, oranges and other tropical fruits to Mahyco Grow's existing customers and the region's farmers. 🇮🇩

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good earth

Global hotel group joins fight to curb food waste

Citing statistics from the Food and Agriculture Organization (FAO), AccorHotels says today's food model is not sustainable, with more than 30% of world food production lost or wasted annually, and less than a quarter of this wasted food could actually eliminate worldwide hunger, which affects 792 million people. Mindful of these facts, the hotel group, which serves 150 million meals a year through its hotels around the globe, recently pledged to reduce food waste by 30% come 2020.



PHOTO: WWW.FREEPIK.COM



To promote its fight against food waste in Singapore, AccorHotels recently launched its Recipe for Clean Plates contest, where the public was invited to submit recipes which use at least one leftover ingredient from their pantry. The winners won three-day, two-night staycations at select AccorHotels in the republic.

In an interview with *Foodbiz Asia*, Lynn Lee, AccorHotels' Sustainable Development & Communications director for Asia Pacific, explains how the company plans to achieve this goal.

What are the challenges your F&B teams around the region face in their efforts to curb food waste within their production operations?

Lynn Lee: One of the challenges is the constant requirement to deliver a diverse international buffet that covers a wide range of food groups. In this regard, the teams have implemented ways to prevent food waste such as preparing food according to demand and tracking guests' preferences to ensure that the food served is not wasted.

Another challenge is that produce that is not grown or sourced locally has to be transported over long distances. This adds to our carbon footprint. Hence, AccorHotels is targeting to plant 1,000 urban gardens worldwide in its hotels to ensure fresh, healthy and quality produce and, at the same time, provide heat and

sound insulation for buildings while reducing our environmental footprint.

How much food waste is being generated daily, and how is AccorHotels managing to curb this wastage?

Lee: According to Winnow Solutions (AccorHotels' partner in food waste management), an estimated 25% of food purchases are thrown away in the hotel and restaurant industries. This waste represents between 4% and 12% of the food revenue generated by both industries.

AccorHotels Asia Pacific teams are turning to technology and their rooftop/terrace gardens to fight food costs and waste as well as by implementing sustainable F&B practices. The group has set ambitious sustainable food goals to reduce food waste by 30%, set up 1,000 urban vegetable gardens in our hotels globally and have 100% of our restaurants adhere to our Healthy and Sustainable Food Charter by 2020.

Prevention is the most effective way to significantly reduce food waste by not over-producing or cooking. So our

teams will weigh, monitor, analyse and make every effort to reduce consumption at every stage from ordering, storing, serving and during food preparation in the kitchen. For example, by preparing smaller buffet portions, offering live stations and using technology to monitor and track our food waste.

What technologies are AccorHotels using to lessen food waste?

Lee: In addition to an external solution to manage our food-waste reduction, AccorHotels launched an internal Waste and Food Waste management tool in July last year. Hotels can choose to use this tool to help them keep track of their food waste and target the areas where they should implement the food-waste reduction process. It does this by allowing hotels to implement the weighing of food waste and recording of the information for comparison and identifying areas of improvement.

In Singapore, for example, Swissôtel Merchant Court has an eco-digester machine which converts food waste into an organic liquid that is disposed of in the regular drainage system. Its in-house team of chefs who prepare duty meals for team members also aid in better control of food wastage by transferring any excess order from its restaurant to its staff canteen.

Swissôtel Merchant Court ensures that its buffet is prepared according to demand. A strict First-In-First-Out (FIFO) practice is applied as part of its culinary standards to ensure freshness and reduce any unnecessary food wastage. Fresh food supplies such as seafood are ordered on a daily basis based on expected covers at its restaurants and banquet events. The hotel also has a herb garden where its chefs can



pluck spices and herbs as and when required instead of keeping stocks.

At the Fairmont Singapore and Swissôtel The Stamford, the hotel ensures that a portion of its leftover food is donated to a local food bank, Food from the Heart. Leftover food deemed unsuitable for donation, such as pastries, desserts, vegetables and fruit peels, are composted and utilized as a natural fertiliser for the hotels' herb garden, which supplies more than 40 varieties of vegetables, fruits and herbs to the hotels' restaurants and bars.

Cooking oil is recycled but its

lifespan is also increased by using an initiative called Vito oil system, which filters oil and increases its use by up to 70%, while used cooking oil is processed and converted into usable bio-fuel for vehicles through a bio-fuel initiative in collaboration with a local company, Alpha Bio-Fuel. The Eco-Wiz food composter is also used to compost suitable food waste.

Ibis Singapore on Bencoolen, on the other hand, recently launched a 'Clear Your Plate' campaign to reduce food waste during its breakfast buffet service. The aim is to entice diners

to eat everything on their plates, and every 'clean' plate would mean a S\$1 (about US\$0.80) donation to The Food Bank Singapore. The donation will be used to purchase essential food items for those in need.

Ibis Singapore on Bencoolen has also invested in Winnow technology to measure the food waste in its kitchen and from the customers' plates. To quantify the reductions, the hotel will calculate the number of empty plates using a baseline measurement conducted during the hotel's selected period. 📊

CURBING FOOD WASTE ACROSS THE REGION

According to AccorHotels' Lynn Lee, the hotel group serves 150 million meals a year globally with Asia-Pacific accounting for around 28% of the network. Thus, AccorHotels has a real responsibility to do its part to reduce food waste.

Here are a few examples of how hotels from across the group's Asian portfolio are fighting food wastage, and implementing sustainable F&B practices:

The Grand Ambassador Seoul The King:

Instead of serving a large amount of food at once, it practises the three principles of small amount, frequent and individual setting. Although it is troublesome because it requires more work and food has to be replenished frequently, it helps to reduce food waste.

Sofitel Bangkok Sukhumvit: Food waste has been reduced from about 13,000kg-14,000kg per month at this hotel. At the same time, its terrace has been transformed into a garden in order to minimize the need to call on suppliers to transport herbs and vegetables

from across town. Despite only 12sqm to work with, everything, from Thai eggplant to long pepper and lemon balm, is grown there. It is estimated that the garden will produce as much as 150kg of herbs and vegetables annually.

La Veranda Resort Phu Quoc: The resort offers a farm-to-table concept through its organic garden project. Using Japanese technology, Effective Microorganisms (EM), the organic garden operates in a fully sustainable ecosystem without any chemicals. Organic fertilizers are fermented in-house by worms, with kitchen waste and animal by-products. The 1,000sqm organic plot is a model micro-farm that yields high-value salads and herbs used by the hotel.

Pluck at Pullman & Novotel New Delhi Aerocity: A 5,000sqf in-house farm produces organically



Pluck at Pullman & Novotel's vegetable garden.

grown vegetables — offering the freshest and safest ingredients in a seasonal menu that is locally focused. While vegetables are seasonal, herbs such as basil, lemongrass, thyme and oregano are available throughout the year. The composter at the hotel converts vegetable peels and leftover food into usable organic fertilizer.

Sofitel Philippine Plaza Manila:

A 300sqm herb garden cultivates plants such as calamansi, Thai basil, tarragon, Italian oregano and curry leaf for the hotel's restaurants. To maintain the garden, organic practices are used through vermocomposting — the process of utilizing earthworms in producing organic fertilizer. 📊



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technology

New China centre to develop 'new food materials' for F&B industry

In line with its ready-to-cook (RTC) food strategy, B2B2C online e-commerce platform JMU is directing its newly established Asia New Food Material Research and Development Center to develop standardized RTC and ready-to-eat (RTE) products to supplement its core online direct sales business

The China-based company currently operates a B2B online e-commerce platform that provides integrated services to suppliers and customers in the catering industry. JMU said it uses the Internet and cloud technologies to reshape the procurement and distribution pattern and build a fair business ecosystem in the catering industry in China. The company is also promoting the use of its platform for small- and medium-sized restaurants and restaurant chains in the country.

JMU'S NEW FOOD MATERIALS

JMU said the centre's key role is to develop new food materials and to provide services to customers through a standard supply chain based on RTC and RTE. The company defined new food materials as products based on the integration

of standardized food materials, standardized flavouring and standardized operations.

"We are very pleased to launch this new initiative, which complements the product line in our online direct sales business with products that help our customers cut costs, reduce kitchen space, maintain product stability, protect food safety and improve operating efficiency and effectiveness," said Xiaoxia Zhu, JMU's co-chairperson and CEO. "By focusing on the standardization of materials, taste and culinary aesthetics, we are able to help our customers and partners achieve long-term growth."

The Asia New Food Material Research and Development Center was created in January this year and mainly focuses on the following areas: Chinese food, noodles, desserts, Japanese cuisine, coffee

and cakes, and condiments.

Zhu continued: "Since its launch, the order volume of our new products has seen double-digit monthly growth and attracted customers from industry alliances and large restaurant groups alike in the major regions of Beijing, Shanghai, Guangzhou, Shenzhen and Eastern China.

"We believe that this strong growth momentum will continue for the full year, contributing to our sales and margin performance over the long term."

JMU is optimistic about its strategy and look forward to providing current and new customers with products developed by the centre. "Through our continued value-added food supply chain innovations, we believe we are well positioned to lead our industry in realizing an efficiency revolution," Zhu concluded. ■



JMU's new centre is developing standardized RTC and RTE products to supplement its core online direct sales business.

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Kerry's dedicated meat centre includes best-in-class taste and functional technologies which will allow the company to co-develop signature meat profiles based on different protein types, helping customers to keep pace with the technically challenging and fast-changing meat markets in the Asia-Pacific, Middle East and Africa (APMEA) region.

changing meat markets in the Asia-Pacific, Middle East and Africa (APMEA) region.

Another upgrade to Kerry's Regional Development and Application Centre is new facilities for F&B brands to develop authentic savoury tastes and flavours. Drawing on Kerry's expertise in cooking methods such as smoke and grill, the fully-equipped application lab includes the latest Clean Smoke technology, for F&B brands to experiment with using smoke condensate to add a signature taste and smoke profile to meat, vegetables, dessert and even beverages.

"Consumer F&B tastes are changing rapidly due to the region's growing urban middle class and this is creating huge opportunities for the F&B sector. We're excited to combine our 15 years of heritage in Thailand with the very latest technologies and innovation to help our customers stay ahead of the curve and grow their market share now and into the future," Savage said.

As one of the largest food manufacturers in the world, Kerry is also committed to achieving the highest standards of sustainable best practice. As part of this commitment, the centre employs automated pouch filling technology to reduce energy consumption and improve operational efficiency. 

Kerry, a global taste and nutrition solutions provider for the F&B industry, has expanded its Regional Development and Application Centre, which is also designated as the first Centre of Excellence for Meat, in Bangpoo, Thailand.

The opening is part of a larger series of upgrades to Kerry's Bangpoo facility, designed to increase the company's local innovation pipeline as well as its research and application capabilities. With in-house application, sensory and culinary meat experts, Kerry said the centre is "well positioned" to develop commercially viable and innovative products.

"Thailand is a priority market and an important regional hub for many

of our customers in South-east Asia and beyond, so we're delighted to be launching these new, world-class multi-application facilities in Bangpoo," said John Savage, president & CEO, Kerry APMEA.

Kerry will use the state-of-the-art facility to work with local customers on all stages of their product development – from ideation to application and manufacturing – for a range of categories including meat, snacks, bakery, dairy and beverages.

The company's new dedicated meat centre includes best-in-class taste and functional technologies which will allow Kerry to co-develop signature meat profiles based on different protein types, helping customers to keep pace with the technically challenging and fast-

logistics

Swiss coffee group partners with blockchain expert to boost global coffee market

The alliance promises a fruitful year for an industry moving closer to a 'once-unthinkable equilibrium' through the fusion of blockchain and IoT innovation, said the newly allied group

The Swiss Coffee Alliance (SCA), a trade group that empowers coffee producers with scientific and technological expertise, has partnered with Ambrosus, a Swiss blockchain-IoT solution provider for quality assurance in food and pharmaceutical industries.

The partnership will combine Ambrosus' proprietary sensor-to-blockchain technology with SCA's robust network of farmers, roasters, product developers, manufacturers and retailers. According to both groups, this joint venture has the potential to transform the US\$81-billion global coffee market, unearthing new operating efficiencies.

"Swiss Coffee Alliance is one of the largest coffee trade-groups in Europe, and in the world. They play a vital role in the import/export dynamics of this market," said Angel Versetti, CEO of Ambrosus.

"We are excited to help the [SCA] integrate the Ambrosus Blockchain into its consulting infrastructure, so we can together drive sustainable transformation, transparency and trust throughout global coffee value chains."

This partnership aims to correct a key dysfunction in the global coffee value chain: the unethical distribution

of profits throughout the ecosystem. According to Fairtrade International, a group of organizations working to secure better trade terms for farmers and workers, while global coffee revenues soared from \$30 billion in 1991 to \$81 billion in 2016, smallholder coffee farmers have seen their incomes wither from 40% to under 10% in the same period.

To make matters worse, farmers in the top producing countries — Brazil, Colombia, Vietnam and Indonesia, which account for 60% of the world's production — live in poverty-line conditions, barely making enough money to cover the costs of production.

Factor that with the coffee market's notorious price volatility and threat of climate change to crop yields, it becomes evident that global coffee supply chains need to be reimagined and fortified to give vulnerable, if not exploited, producers a fighting chance, Fairtrade added.

Thus, the coffee value-chain inequality is the problem that brought Ambrosus and the SCA together. Through the cross-pollination of Ambrosus' next-generation



This partnership aims to correct a key dysfunction in the global coffee value chain: the unethical distribution of profits throughout the ecosystem. According to Fairtrade International, while global coffee revenues soared from \$30 billion in 1991 to \$81 billion in 2016, smallholder coffee farmers have seen their incomes wither from 40% to under 10% in the same period.

blockchain technology and smart-sensor hardware, with SCA's sector-specific expertise, this partnership aims to build the foundation for a more sustainable and equitable supply chain, both groups said.

Ultimately, this alliance has the potential to make grower supply chains more efficient, so that the wild swings of the market, and the man-made degradation of mother nature, do not disenfranchise those who are most in need, they added. 📌



money matters

Ippin's promise: Authentic Japan products available on secure e-commerce platforms

With e-commerce continuing to flourish across the globe, Japan-based online platform Ippin makes sure customers for its thousands of Japanese food products can confidently purchase and receive only authentic goods safely and securely.



By facilitating the delivery of sake products direct from supplier warehouses in Japan, customers worldwide can now choose from the vast range available on select Ippin international country websites and have the drink delivered to their doors within a week.

Aiming to meet the growing global demand for Japanese sake, e-commerce platform Ippin recently launched “one of the Internet’s largest sake collections” to bring this popular Japanese rice wine to customers throughout Asia and beyond.

Ippin, which is a part of Tokyo-based C-Connect Corporation, is an online shopping mall that specializes in direct sales of Japan-quality items – delivering them direct to

customers’ doors in a broad selection of countries. Now its collection of more than 1,350 varieties of sake has been made available to the world, allowing them to be purchased online at a click of the button.

There are many rare products in Japan that people in other countries have difficulty obtaining, such as Japanese sake, says Ippin’s CEO, Takemoto Yasunobu. “For that reason, we have collaborated with local Japanese sellers to create one of the

largest Japanese sake collections online,” he reveals.

SAFE AND SECURE TRANSACTIONS

By facilitating the delivery of sake products direct from supplier’s warehouses in Japan, customers worldwide can now choose from the vast range available on select Ippin international country websites and have the drink delivered to their doors within a week. Rare and exclusive



Ippin works to make sure its global customers can buy from its Japan online mall without worrying about security and authenticity, as the platform carries products that are even more difficult to buy in Japan such as Yamazaki whisky or Juyondai sake.

wide variety of the rice wine can be ordered safely and securely online in the customer's own language. Ippin says its secure platform eliminates the elements of risk and uncertainty often involved when ordering from abroad.

Thus, to eliminate these elements for its online customers, the company has to hurdle two main challenges. Serkan Toso, global marketing specialist for C-Connect Corporation, tells *FoodBiz Asia* these challenges are, namely, language translation and fraud orders.

"Translating thousands of products from Japanese to English is very costly and it takes very long time. Until now, we worked with many freelancers and translation companies," he relates. "However, it was not effective because there is much unnecessary information in product titles and details."

Currently, Ippin's cross-border e-commerce platform sells more than 150,000 Japanese products, including 7,645 Japanese food and drink products such as rice, noodles, herbs, spices, seasoning, *dashi*, soup, dried - canned - precooked food, confectionery, snacks, gum, sweets for gifting (Omiyage), Japanese tea,

coffee, soft drinks, sport drinks, Japanese sake, *shochu*, *umeshu*, and Japanese whisky, beer and wine.

Toso explains that Japanese sellers are used to adding all information they have on the product pages for SEO (search engine optimization) purposes, "but in Ippin we prefer simplicity and we want to provide only the necessary information" he says.

"Therefore, we need to first do Japanese editing, then translate from Japanese to English. Recently, we started our own translation lab for overcoming this issue. Now we have an in-house translation team working on solutions to increase the efficiency of the translation process."

Translating product information to English is a boon as well for Japanese sellers on-board Ippin's cross-border e-commerce platform. "Most of the time, they can only speak Japanese. Therefore, although they have unique Japanese products, they cannot sell overseas," Toso explains. "We translate their Japanese product descriptions to English for free. We also help them with customer support and provide tools for replying customers with the minimum effort. Besides, we share global market reports with them and we help

them to select products which are interesting to foreigners."

FRAUD ORDERS

The second challenge involves fraud orders from overseas. "There are many people using stolen credit cards for online shopping. There are even some companies in the US working as a delivery hub for fraud orders," Toso reveals.

"These people order their products from Japan to the US. Later, delivery hubs receive the products and reship them to the fraud order owners' real addresses."

To fight against this issue, Ippin changed its payment company to Stripe. Stripe has a tool called Radar. "In Radar, we can decide rules for transactions and we can block possible fraud orders."

VERIFYING SELLERS AND PRODUCT AUTHENTICITY

Lastly, Toso says Ippin works to make sure its global customers can buy from its Japan online mall without worrying about security and authenticity, as the platform carries products that are even more difficult to buy in Japan such as Yamazaki whisky or Juyondai sake.

"There are many e-commerce websites in Asia that sell imitation products. Due to this problem, it is hard for customers to find a trustable overseas website in Asia," he says.

Ippin therefore, checks its sellers' application against records held by Japan's National Tax Agency so that it can verify that the sellers are operating out of their registered addresses in Japan and that they are live entities.

"In addition, we establish a point-of-contact with sellers to ensure that customer concerns can be promptly answered when sellers are eventually allowed to ship," Toso concludes. ■



money matters

Zomato gets funding from ANT

Newly invested funds to help Zomato accelerate user acquisition and further develop service capabilities in its core markets

Zomato, a global restaurant discovery and online food ordering platform, revealed that it has raised US\$150 million in a fresh round of funding from Ant Financial Services Group, an international digital financial services provider based in China.

The Zomato platform offers a variety of services to users, including food delivery, table reservations, subscription-based dining programmes while providing in-depth information for more than 1.4 million restaurants across 24 countries.

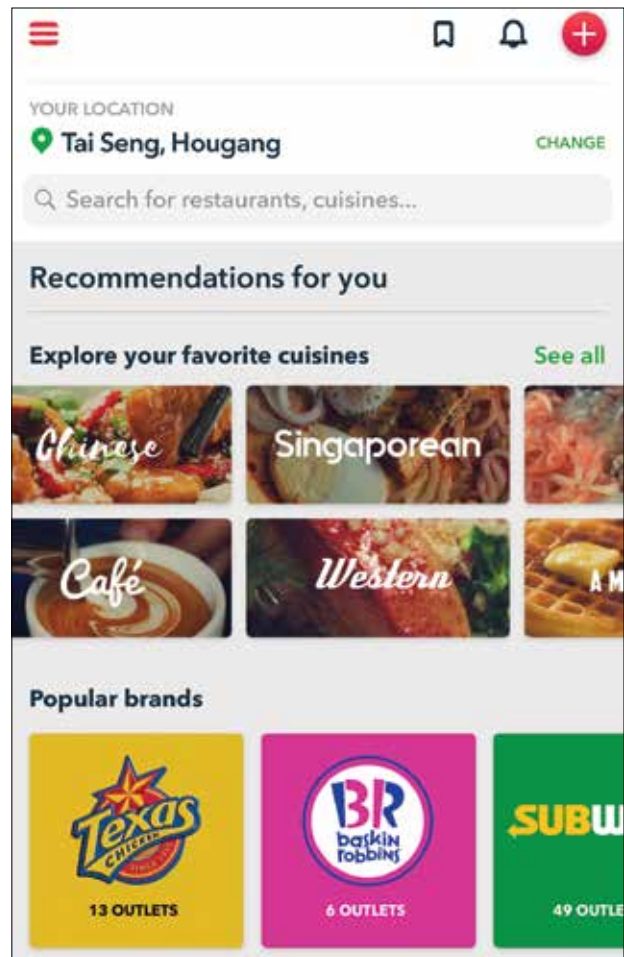
Deepinder Goyal, founder and CEO of Zomato, said: "At Zomato, our long-term vision is 'better food for more people'. This partnership with Ant will significantly accelerate our journey towards our vision. We believe that Ant is the right strategic partner for our business at this stage and we can gain tremendously by learning from and leveraging their global network, scale and technology."

Zomato is used by millions every day to decide where to eat in over 10,000 cities across 24 countries. By helping people discover great places around them and providing dedicated engagement and management tool for restaurants big and small, Zomato has secured its place as a widely used restaurant search and discovery mobile app in many parts of the world, including India, Middle East, South-east Asia and Australasia.

Zomato will use the investment to further strengthen its leadership position in its core markets by investing in product and technology and by offering more convenient and seamless payment options to its users in partnership with Ant and Ant's strategic mobile wallet partners.

As part of the transaction, Ant is also buying \$50 million worth of shares from Info Edge (Zomato's investor), taking the total investment from Ant in Zomato to \$200 million. This transaction values Zomato in excess of \$1 billion.

Douglas Feagin, president of Ant Financial International, said: "Ant Financial is pleased to be part of Zomato's growth



Zomato's core content features include restaurant information such as scanned menus and photos, sourced by its massive feet-on-street team across cities it is present in globally. Users can rate and review restaurants, as well as create their own personal network of foodies for trusted recommendations.

journey and hopes to contribute to its future development into a full-fledged foodservice platform. We plan to work closely with Zomato and share Ant's business and technology know-how in building lifestyle apps. Through our strategic mobile wallet partners in India and across South-east Asia, we see immense opportunities to collaborate with Zomato to bring a much-improved user experience around dining, food ordering and delivery. 📌

Zomato will use the investment to further strengthen its leadership position in its core markets by investing in product and technology and by offering more convenient and seamless payment options to its users in partnership with Ant and Ant's strategic mobile wallet partners.

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product flash

Blue Diamond offers new gourmet almonds

The new almond line provides a rich addition to Blue Diamond's wide range of more than 20 almond flavours



The new product line is the latest example of Blue Diamond's dedication to offering high-quality California-grown almonds that deliver on flavour and taste.

Blue Diamond, a global almond marketer and processor, now has a new line of Blue Diamond Crafted Gourmet Almonds, created for any entertaining occasion. The new product line is the latest example of Blue Diamond's dedication to offering high-quality California-grown almonds that deliver on flavour and taste.

The new almond line provides a rich addition to Blue Diamond's wide range of more than 20 almond flavours – from bold varieties like Sriracha or Salt 'n Vinegar to oven-roasted varieties such as Dark Chocolate and Salted Caramel.

"Gourmet foods are an exciting new genre for Blue Diamond and this is an example of our dedication to food innovation," said Raj Joshi, Blue Diamond's senior vice-president, Global Consumer Division. "We were inspired by foodies and moments of celebration when developing this

Gourmet line. People love finding new delicious foods and sharing them with friends and family. We hope this new line becomes a go-to addition for any special occasion, whether it's a dinner party, holiday, book club, or happy hour."

What makes this new line of Blue Diamond Crafted Gourmet Almonds special is the process, the company explained. First, the almond skins are removed for a smooth texture and nutty crunch. The almonds are then roasted, seasoned and cured with a blend of herbs and spices to create a rich and savoury taste.

Blue Diamond Crafted Gourmet Almonds are available in four "unique and trend-worthy" flavours, including Pink Himalayan Salt; Black Truffle; Garlic, Herb

and Olive Oil; and Rosemary and Sea Salt. The new line complements other gourmet foods such as cheese, charcuterie and olives. They can be included in any grazing table creation or enjoyed on their own.

"With high-quality ingredients, and an elevated new package and overall presentation, this is much more than just a new line of almonds," Joshi concluded. **#**



PHOTOS: BLUE DIAMOND (PACKAGING), ALMONDS (PIXABAY.COM)



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product flash

Bordeaux winery launches limited edition wine

Unlike traditional Bordeaux vineyards, Cos d'Estournel distinguished itself by dispatching wine to remote parts of the world, most notably to India

Cos d'Estournel, an iconic vineyard in the Bordeaux region of France, has unveiled COS100, a limited-edition single varietal vintage. COS100 was created in honour of the 100th anniversary of "Parcelle des Femmes", a revered plot located within the heart of Cos d'Estournel vineyards that was planted by courageous women during World War I.

Derived from these 100-year-old Merlot vines, COS100 is said to be a "rare and exceptional" wine. To highlight the high quality of this vintage, COS100 is exclusively available in large-format bottles, giving the wine extraordinary ageing potential. Each Balthazar and Double Magnum bottle is individually numbered and bottled by hand at the Cos d'Estournel chateau, and to emphasize the timelessness of this release, each wine bottle will bear a delicately engraved inscription rather than a label. The bottles are presented in bespoke wood and leather boxes, making COS100 "a true collector's piece that can be handed down for generations", the winery said.

INDIA CONNECTION

Since the vineyard's founding in 1811, Cos d'Estournel has embodied a forward-thinking spirit. Unlike traditional Bordeaux vineyards, Cos d'Estournel distinguished itself by



Raphael Reybier, chief executive of Cos'd Estournel, speaking at a recent COS100 Hong Kong event.

dispatching wine to remote parts of the world, most notably to India. Overtime, Cos d'Estournel became strongly connected to India through its ongoing shipments and its opulent Asian-inspired pagodas and ornate archways in the chateau, with founder Louis Gaspard d'Estournel recognized as the 'Maharajah of Saint-Estephe'.

Fast-forward to the present, with the release of COS100, Cos d'Estournel continues to follow the visionary trajectory set forth by founder d'Estournel and carried on by current owner, Michel Reybier. Two COS100 Balthazars were recently sold during live auctions in New York City and Hong Kong with proceeds benefiting Elephant Family, a non-profit organization that aims to save Indian

elephants from extinction through field projects, conservation efforts and habitat rehabilitation.

"The release of COS100 signifies the incredible journey that began with Louis Gaspard d'Estournel," said Reybier. "With COS100, I want to pay tribute to the terroir, and to acknowledge the women who, more than 100 years ago, courageously worked in the vineyard to ensure the continuity of the estate.

"A symbol of transmission, COS100 is a unique wine nurtured over several generations, a powerful link between a glorious past and a promising future. It is with great pride that I reveal an exceptional wine, a testimony of our permanent quest for excellence that fosters to legend of Cos d'Estournel."

PHOTOS: COS'D ESTOURNEL



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The Bali Sommelier Competition 2018 highlighted the Dewata Gastronomic Challenge, a comprehensive competition for the best Food Product, Service Quality, Wine Food Pairing and Sommelier skills.

review

FHTB 2018: Gathering of Indonesia's skilled F&B players

Last month's Food, Hotel & Tourism Bali (FHTB) attracted 11,268 visitors and 735 exhibitors from over 40 countries

Recognized as a major platform for Indonesia's food, hospitality & tourism industry, FHTB 2018 provided the perfect opportunity for exhibitors promoting foodservice and food technology products, as well as food

ingredients, to meet face-to-face with potential clients and reconnect with existing customers.

The event, which was held at the Bali Nusa Dua Convention Centre, also hosted the Bali Salon Culinaire 2018 competition that showcased the skills and expertise of Indonesian chefs and apprentices.

Another attraction was ICE 2018 Indonesia Coffee Events, where coffee baristas displayed their skills in specialty coffee drinks. ICE 2018 was organized by the Barista Guild Competition section of the Specialty Coffee Association of Indonesia (SCAI).

Also featured was the Bali Sommelier Competition 2018, presided by the Indonesia Sommelier Association Bali chapter, which

FHTB 2018 provided the perfect opportunity for exhibitors promoting foodservice and food technology products, as well as food ingredients, to meet face-to-face with potential clients and reconnect with existing customers.

highlighted the Dewata Gastronomic Challenge, a comprehensive competition for the best Food Product, Service Quality, Wine Food Pairing and Sommelier skills.

FHTB 2018, said the organizer PT Pamerindo Indonesia (part of UBM Asia), saw a rise in visitors checking out exhibits from Argentina, Australia, Austria, Belgium, Brazil, Brunei Darussalam, Cambodia, Canada, Chile, Denmark, Estonia, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Macau, Malaysia, Mexico, New Zealand, China, the Philippines, Portugal, Scotland, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, The Netherlands, the UK, the US and Vietnam. 🇮🇩



Winners of the Bali Salon Culinaire 2018 competition, where the skills and expertise of Indonesian chefs and apprentices were showcased.

PHOTOS: FHTB

review

Food safety conference ends on successful note



Last month's 2018 Global Food Safety Conference was held for the first time in Japan, where more than 1,200 food industry delegates from 52 countries gathered to discuss key issues and trends in food safety

The 2018 Global Food Safety Conference came to a successful close last month, with a record number of delegates joining the event at The Grand Nikko Hotel in Tokyo, Japan. Organized by The Consumer Goods Forum's Global Food Safety Initiative (GFSI), the talk was held for the first time in Japan, where more than 1,200 food industry delegates from 52 countries gathered to discuss the most important issues and trends in food safety.

Technology, innovation and the future of food safety were key themes throughout the entire conference, with a number of key announcements made to encourage greater collaboration between government regulators and the private sector for the advancement of food safety.

Highlights of the show included the release of the latest version of the GFSI Benchmarking Requirements – a set of documents outlining what makes a good food safety system and enabling the benchmarking of food safety certification programmes.

Other announcements included a global partnership between GFSI and the International Finance Corporation (IFC) as part of its strategy to strengthen public-private partnerships, as well as a strategic partnership with the Chilean food safety and quality agency, ACHIPIA,




The organizer said Japan's "unprecedented support" for GFSI locally and further afield was highlighted by an opening video message from Prime Minister Shinzo Abe, who welcomed delegates and positioned the conference as a natural expression of Japan's longstanding safeguards with food safety.

focusing on building food safety capacity in Chilean facilities based on the GFSI's Global Markets Programme.

The organizer said Japan's "unprecedented support" for GFSI locally and farther afield was highlighted by an opening video message from Prime Minister Shinzo Abe, who welcomed delegates and positioned the conference as a natural expression of Japan's longstanding safeguards with food safety.

The conference also featured

presentations from CEOs of a number of local industry heavyweights such as AEON, Ajinomoto and Euglena, and was brought to a close with a presentation from Commissioner of the Japan Sports Agency, Daichi Suzuki, who provided insights into the importance of food safety, particularly ahead of 2020 when Japan welcomes athletes and sports fans from around the world in the Summer Games.

The next instalment of the Global Food Safety Conference will be held next year in Nice, France. 



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product highlights

Catch a glimpse of products on display at FHA2018

The biennial international food and hospitality trade event Food&HotelAsia (FHA 2018) is happening this month from April 24-27 at two venues – Singapore Expo and Suntec Singapore. This year’s edition is 23% bigger in space, showcasing 4,000

exhibitors from more than 70 countries and regions – an increase of more than 800 exhibitors, or 25%, compared to 2016. To get a glimpse of what’s in store for visitors, here are some of the products that can be found at FHA2018.

High-quality products for health & wellness

Eu Yan Sang, one of the largest Chinese medicine groups in Asia, is highlighting its key health and wellness products at **booth 6M2-08**.

Bird’s Nest: Eu Yan Sang (EYS) Superior Bird’s Nest contains no stabilizer, no artificial flavouring, no artificial colouring and is 100% natural.

In traditional Chinese medicine, Bird’s Nest is long hailed as highly nutritious and therapeutic dietary ingredient. Regular consumption of Bird’s Nest helps improve the function of the lungs as well as complexion. Amino acids found in EYS Superior Bird’s Nest help to provide general wellness, while

epidermal growth factor (EGF) present in Bird’s Nests provide beauty support.

EYS Bird’s Nest is available with Rock Sugar and Reduced Rock Sugar. A sugar-free variant is also offered.


Essence of Chicken: Eu Yan Sang’s Traditional Essence of Chicken, which contains added protein and amino acids, is a nutritious supplement for revitalizing tired body. Consumption of this supplement also helps to boost stamina, thus is suitable for combating fatigue among working adults, people who have insufficient sleep, as well as recuperation of health.

Made from premium graded chicken,

it is formulated with 100% pure essence of chicken with no caramel added.

Cordyceps (pure

cordyceps): Eu Yan Sang Pure Cordyceps is a natural health supplement and has natural bioactive compounds with high potencies that help to improve vitality and general health

It is recommended for adults who wish to boost their immunity, improve vitality and lessen fatigue. 



From Hokkaido to Okinawa: A showcase of food ingredients


The **Japan Pavilion** at Singapore Expo’s Hall 5 – **5K1, 5K2, 5L1, 5L2 and 5L3** – is featuring 15 seafood and processed seafood exhibitors, along with a wide variety of products originating from around the island nation, including salted salmon roe (Hokkaido), frozen Japanese blue crabs (Miyagi), Yellowfin tuna (Chiba), frozen oysters (Hiroshima), and sea grapes (Okinawa).

Sapporo is displaying seafood

products, rice, milk ice cream, and more, from six exhibitors showcasing the Hokkaido brand. Wakayama Prefecture is bringing to the table four exhibitors with their prefectural specialties – Umeshu (plum wine), plum black vinegar, and charcoal *soumen*, while Shimabara City (Nagasaki) is featuring eggs, dry fruits and fresh vegetables such as *komatsuna* and spinach.

As healthy food and Muslim-friendly



products are expected to be in high demand from Singapore and its neighbouring markets, the Japan Pavilion is also gathering healthy products such as *aojiru* (vegetable juice) candy, as well as a diverse range of Muslim-friendly goods. 

Pacific Valley Food expects increased sales for its frozen foods

Pacific Valley Foods is proud to showcase several products at FHA2018. The company says it continues to see strong interest in french fries and frozen specialty potato items in the region.

The high value items in particular provide a differentiation to customers who are looking for new side-plate dishes, Pacific Valley says. The company also sees increased sales in frozen appetizers, which can range from onion rings to battered vegetables, or breaded cheese sticks.

In addition, Pacific Valley is introducing its all-natural single-serve frozen cheesecakes. Made from scratch, the cheesecakes use real fresh ingredients from local dairies. Unlike most cheesecakes which are highly processed, Pacific Valley's cheesecakes use simple ingredients for that



delicious all-natural indulgence. The 4oz single serve is a perfect individual portion to enjoy, without the guilt!

Pacific Valley Foods is at the **USA Pavilion, booth 7C2-08, Singapore Expo.** 🇺🇸

UK showcasing quality and heritage at FHA2018

The UK will once again have a strong national pavilion at FoodandHotelAsia2018, with more than 30 UK companies exhibiting, and all looking to grow their international business, particularly across South-east Asia.

The UK participation at FHA2018 is being led by the Food & Drink Exporters Association (FDEA), which represents UK companies both to the international buying community and to the UK government.

A not-for-profit trade association, the FDEA is a membership organization run by experienced exporters. The members include many well-known brands which are already well established in exports, through to smaller companies looking to take their first steps into export.



“The UK presence at FHA2018 has an impressive showing of companies in the confectionery, dairy, grocery and snack sectors, artisan drinks, both alcoholic and non-alcoholic, as well as organic

products. UK manufacturers have a tremendous reputation for quality which is reflected in the vast range of premium and value

products across the pavilion,” says Sandra Sullivan MBE, director, PS8 Ltd and FDEA.

The directory of members can be viewed online at www.ukfdea.com. FDEA, along with its event delivery partner, PS8 Ltd, organizes UK pavilions at international trade shows as well as a programme of market insight events, meet the buyers and export workshops.

The **UK Pavilion** is located at Singapore Expo's Halls 7 & 9 – **booths 7E2-01, 9C4 and 9D4.** 🇬🇧

The solution to streamline F&B business operations


Solution Details helps F&B clients increase productivity, reduce wastage and improve the visibility of their sales performance via the adoption of integrated F&B system Konverge. Over the years, the company has helped more than 350 clients in streamlining their business operations.

Solutions Details says that with the introduction of BYOD (bring-your-own-device) concept, ordering at takeaway kiosks and restaurants is simplified



with the elimination of hardware investment, and operational cost significantly reduced.

For the front-end retail store, the company provides Point-of-Sales (POS), Customer Relationship Management (CRM), e-Menu, e-Catalogue, Kitchen Display System (KDS), Self-Service Payment Kiosk and Mobile Ordering systems.

Know more about Solutions Details' Konverge and other products at **booth 4K3-01**, Singapore Expo. 

New coconut oil variants from Chee Seng Oil

Chee Seng Oil Factory, which manufactures sesame and other specialty oils, is unveiling its new line of Double Pagoda Coconut Oil products.


The company has been offering coconut oil since 1943, when the founder Lim Tai Tin set up his first factory to extract coconut oil by hand. Life was tough then and coconut

oil was the preferred cooking oil during those times. Although Lim had no idea what branding was, he decided to use Double Pagoda as the trademark for his oil, naming it after the famous ancient buildings in his hometown.

The Double Pagoda brand is now featured on three new coconut oil variants: Olios Virgin, Extra Virgin and Premium Virgin. This new range of virgin coconut oil products uses the company's patented cold extraction technology which produces oils that are all-natural, very mild and has pleasant coconut aroma.

Virgin Coconut oil is a good source of Medium Chain Fatty Acids, also known as MCT (Medium Chain Triglycerides).

Made from fresh coconuts, the new line of Double Pagoda Coconut Oil products is vegetarian-friendly, and cholesterol- and trans fats-free.

Chee Seng Oil Factory is at **booth 6K1-11**, Singapore Expo. 



Bizerba SEA unveils the cutting-edge VS 12

Bizerba South-east Asia (SEA) is displaying products and solutions related to slicing, processing, weighing, cashing, checking, commissioning and labelling – with special focus on the VS 12, Vertical Feed Slicer – a manual premium vertical slicer that sets worldwide standards in terms of ergonomics, hygiene and safety, says the company.

The VS 12 stands out due to its wealth of variants. It is a powerful slicer suitable for a variety of products for the discerning customer. The vertical carriage ensures ergonomic, upright operation while providing an optimal view of the slicing result. The core component is a powerful blade drive, optionally with intelligent motor control. The VS 12 can be fitted with a combined polytetrafluoroethylene ceramic surface, which is easy to clean and ensures easy product feeding to the blade.

Aside from the VS 12, Bizerba offers its customers in industry, trade and logistics a globally unique solutions portfolio of hardware and software

around the central value “weight”. Get to know Bizerba’s services from consulting and service, labels and consumables to leasing at **booth H4P1-12** in Suntec Singapore.

Bizerba SEA also operates as the technology and know-how hub in the region to support its local partners with strategic and operational competence as well as subtle advice backed up with experience of 150 years of finest weighing solutions. As the youngest

of 41 Bizerba-owned subsidiaries, Bizerba SEA covers all business units of the Bizerba Group, for the wide spectrum of customers reaching from farm to fork, small to large, food and retail industry to chemical/pharmaceutical or logistic corporations, and provides highly specialised team members for application support, technical sales, after-sales service and administration. 



Good fortune and eternity from Narumi




Narumi Corporation Japan, producer of fine-quality bone china tableware, is introducing its new WAKU series at FHA2018. WAKU consists of tableware in iconic shapes of octagon and circles.

Octagon symbolizes good fortune and growth, whereas circle symbolizes eternity and infinity, according to the philosophy in Chinese culture.

Narumi customers can choose their own setting, Octagon or Circle, or mixing and matching

Octagon and Circle.

Narumi has also linked the tableware’s framing with different shapes to make it more contemporary. WAKU offers a variety of shapes for any dining establishment’s creativity.

So, whether they choose Octagon, Circle or combined for their tables, Narumi promises show visitors to **booth 4C2-07** at Singapore Expo that WAKU’s presentation will definitely provide them with amazing dining moments. 

A taste of Peranakan heritage



Kueh Pie Tee is a popular Peranakan heritage dish that is often prepared during festive occasions. It is a crispy cup shell and is traditionally filled with *jicama* (or yam bean), carrots, fried bean curd and prawns. Regarded as a savoury canapé, Kueh Pie Tee is often served as an entrée or as an appetizer, says Red Lips Foods Pte Ltd, a Singapore-based manufacturer of these crispy cups.

While also suitable on the tapas menu, Kueh Pie Tee can also be savoured as a starter, a snack on its own or with any filling.

Numerous Michelin-starred restaurants have achieved success using exotic, non-traditional fillings such as Smoked Salmon with Caviar and Grilled Hokkaido Scallop with Soba and Wakame, says Red Lips. These versatile Tee cups will allow chefs and cooks to express themselves via their own gourmet recipe using the Tee cups.

Red Lips cuts the fuss out by bringing to market ready-made Tee cups of two sizes from an ISO22K-certified production plant based in Singapore.

These Halal-certified hors d'oeuvres are currently used by more than 300 cafés, restaurants and hotels across Singapore. To sample export-ready versions of Kueh Pie Tee, do visit **booth 6H3-05** at Singapore Expo. 📍

Innovative packaging options from Jackway Convertor

Jackway Convertor, which has achieved ISO 9001/14001/22000 standards, specializes in innovative flexible packaging such as packaging pouches and multi-layered packaging films.

Its cutting-edge technology can deliver the most demanding of packaging requirements, including enhanced packaging veracity; microwavable applications; modified atmosphere (humidity) packaging; calibration of moisture, gases and grease barrier properties; and calibration of properties to enhance

food product freshness (shelf-life).

The company's fully-equipped clean room manufacturing plant manufactures products in an environment where the air quality, temperature and humidity are strictly regulated to offer the best protection to sensitive calibrated equipment as well as to shield packaging materials from any contamination, dust particles or other impurities that may compromise the quality of the products.

To find out more, visit **booth 6M3-01** at Singapore Expo. 📍



Wanin offers new refreshing drink options

For FHA2018, bottled water manufacturer Wanin Industries Pte Ltd will be featuring its new range of fruit drinks such as Honey Kumquat Sour Plum and Tamarind Pineapple.

Wanin has been supplying

bottled water, vitamin water, sports drink and various type of juices around the region for the past 20 years. The company's clients include major supermarkets, convenient stores, airlines and corporate offices. Based in

Singapore, the company exports its products to China, Myanmar, the Philippines, Thailand, Japan and other Asian countries.

To find out more about Wanin's refreshing products, visit **booth 6G4-01**, Singapore Expo. 📍



preview

Cibus 2018 presents Italian food to the world



PARMA.ITALY.7|10MAY.2018

**New products,
innovative pavilions,
and tasting areas
dedicated to
thousands of Italian
food products to be
displayed**

The 19th edition of Cibus, an annual international trade exhibition dedicated to Italian food, will introduce more than 1,000 new products from 3,000 exhibiting companies next month. Organized by Fiere di Parma and Federalimentare, Cibus 2018 will be held from May 7-10 at Parma Exhibition Center in Parma, Italy.

With 80,000 visitors expected to attend this year, Cibus 2018 promises new attractions, such as a new pavilion dedicated to the show's more innovative offerings, as well as cooking demonstrations conducted by professional Italian chefs.

The new pavilion, called no. 4.1, will house the Cibus Innovation Corner, where a selection of the more innovative



The show will offer top Italian chefs presenting creative ways of cooking the new Italian food products.

products will be on display. The pavilion will also host talks and debates about innovation trends and dynamics in the food and distribution sector.

FOOD COURTS AND GOURMET TASTE AREAS

The show will present top Italian chefs presenting creative ways of cooking the new Italian food products. Organizers say the gastronomic profile of the exhibition will be enhanced by the brand-new public Food Court format, with tasting and cooking demonstrations using local products at Pavilion 8.

Many of the exhibitors are companies that are members of regional organizations, chambers of commerce and consortiums from Campania, Calabria, Emilia Romagna, Piedmont, Tuscany, Lazio, and more.

There will also be a Gourmet Taste area consisting of selected companies – more than 20 exhibitors from Europe and Asia – that will offer tastings of international gourmet products.

Strategically located next to the Food Court and Gourmet Taste areas is the Buyers Lounge, which will host about 2,500 top foreign buyers. An expanded programme of guided tours of food companies in the Emilia Food Valley has been scheduled for these buyers and managers from the top retail chains in the US, Canada, South America, Europe, the Middle East, and Asia. There will also be buyers from large retailers operating in Italy and abroad, including those from the Auchan Group and Coop, who will set up their own sourcing and promotional area.

Prior to next month's show, Cibus is conducting road-show programmes organized by Fiere di Parma with strategic collaboration with the Italian Trade Agency and Federalimentare - The Italian Food & Drink Industry Federation. This year, special importance will also be given to events dedicated to innovation and to supply chain relationships in the food sector.

Check out the Cibus.it website <http://www.cibus.it/en/> and app for the complete list of new products to be presented at Cibus 2018. 📱



Many of the exhibitors are companies that are members of regional organizations, chambers of commerce and consortiums from Campania, Calabria, Emilia Romagna, Piedmont, Tuscany, Lazio, and more.

preview

More footfalls expected at this year's THAIFEX-World of Food Asia



THAIFEX-World of Food Asia returns for its 15th edition hosting one of the largest contingent of global buyers at an F&B trade show in the region

New programmes targeted to further boost business conversations and transactions will be waiting for visitors at the THAIFEX-World Food of Asia, happening next month from May 29-June 2 at the Impact Exhibition and Convention Center in Bangkok, Thailand. The trade show is organized by Koelnmesse, Thailand's Department of International Trade Promotion (DITP), and the Thai Chamber of Commerce (TCC).

STRATEGICALLY PLACED IN THE REGION

The gateway to ASEAN, THAIFEX-World of Food Asia is strategically positioned for the F&B industry to penetrate the region that is expected to grow 5.1% in 2018 and projected to rank as the fourth largest economy by 2050, says show organizers.

"THAIFEX-World of Food Asia is the show that the F&B industry must be at if they are looking for trade opportunities in the ASEAN and Indochina regions," says Mathias Kuepper, managing director, Koelnmesse Pte Ltd. "The inclusion of new elements over the years are indicative of the fast-changing environment, and it is crucial that we continue to strengthen our offerings to deliver the best experience for business networking."

To devote more time and open up

opportunities for business, five days of the show will be dedicated for trade visitors – up from three in the previous show, to host an expected 60,000 trade visitors from all over the world. This is a 10% increase from the number of visitors last year.


An expanded and improved hosted buyer programme will also facilitate trade and commerce for more than 3,000 buyers. This is the largest contingent of buyers hosted at an F&B trade show – made possible only by the "unique synergistic partnership" between the private and public sectors, says the event's organizers.

Key hosted buyers include Capital Retail Limited (Myanmar), Indoguna (Cambodia), Kaimay Trading (Singapore), Pandurasa Kharisma (Indonesia), PHDeli (Philippines), and Premium Distribution (Myanmar).

KITCHEN OF THE WORLD

The show, which now has 14% bigger show space compared to last year, will also play host to more than 2,500 exhibitors from 40 countries and regions – the largest congregation of international and local exhibitors so far. There will be 11 "masterfully-crafted" trade shows across all 11 mega halls, an increase from nine halls previously. Thus, visitors can expect an unparalleled exhibition across Fine Food, Meat, Food Service, Food Technology, Coffee &

Tea, Drinks, Sweets & Confectionery, Frozen Food, Seafood, Rice, and Fruits & Vegetables.

"THAIFEX-World of Food Asia boosts the competitiveness of Thailand by bringing global and local players onto a single platform and showcase their world-class products and services in F&B," says Kalin Sarasin, chairman of the Thai Chamber of Commerce and Board of Trade of Thailand, and chairman of the Tourism Authority of Thailand Board of Directors. "This trade show helps place Thai F&B entrepreneurs and small-medium enterprises on the world map of quality, expertise and innovation, reinforcing Thailand's position as 'Kitchen of the World'." 



The team behind the Thaixef show this year (From Left) Kalin Sarasin, chairman, Thai Chamber of Commerce; Chantira Jimreivat Vivatrat, Director General, DITP; Nuntawan Sakuntanaga, Permanent Secretary, Ministry of Commerce; Alicia Cuzzoni de Donschein, Ambassador Extraordinary and Plenipotentiary, Argentina Republic in Thailand; and Mathias Kuepper, managing director, Koelnmesse Pte Ltd.



preview

FOOMA Japan 2018: An Asian showcase of food equipment



FOOMA Japan 2018 will span a comprehensive range of food manufacturing and processing, from upstream processes to downstream processing operations

Widely known for showcasing food-processing technology, this annual exhibition consistently draws some 100,000 visitors. Over the years, the event earned high regard from exhibitors as “a richly fertile venue for conducting business and for winning new customers”.

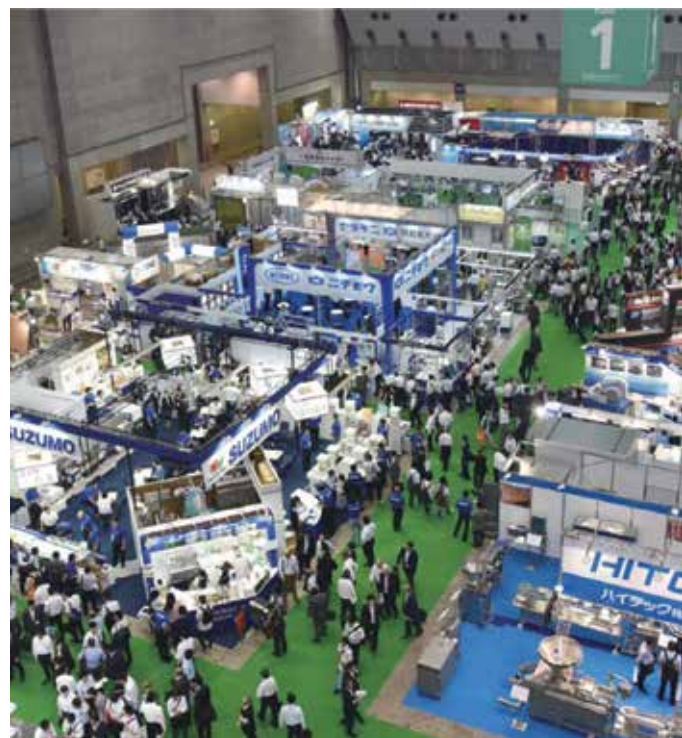
Organized by the Japan Food Machinery Manufacturers’ Association, the show is also supported by Japan’s Ministry of Economy, Trade and Industry; the Ministry of Agriculture, Forestry and Fisheries; the Ministry of Health, Labour and Welfare; the Tokyo Metropolitan Government; and the Japan External Trade Organization (JETRO).

Bannering the theme “Food Technology Unlimited”, this year’s event will return to Tokyo Big Sight from June 12-15.

“Our association undertakes diverse activities to promote advances in the food machinery industry and in the quality of life,” says Takashi Hayashi, chairperson of the Japan Food Machinery Manufacturers’ Association. “The FOOMA Japan exhibition is the annual highlight of those activities. FOOMA Japan 2018 will unfold across all eight exhibition halls in the East Wing at Tokyo Big Sight. It will contribute to advances in food processing through exhibits that illuminate the latest products, technologies and services for maximizing value-added, minimizing energy consumption, and reducing labour requirements while ensuring safety and peace of mind.”

Last year, FOOMA Japan attracted 100,411 visitors – demonstrating the continued drawing power of the FOOMA Japan exhibitions, says its organizers.

Some 30% of the visitors at FOOMA Japan are of middle and senior management – individuals who wield authority to make decisions about things such as purchasing



Especially notable in recent years has been the growing number of visitors from China and other Asian nations, FOOMA Japan’s organizers observe.

and business collaborations, the organizers add, which means that negotiations can proceed swiftly and smoothly on-site at the exhibition.

Especially notable in recent years has been the growing number of visitors from China and other Asian nations, the organizers observe. Thus, FOOMA Japan, they add, is a valuable opportunity for cultivating business in Asia’s emerging markets.

For more details, log on to <http://www.foomajapan.jp/english/index.html>



Bannering the theme “Food Technology Unlimited”, FOOMA Japan 2018 will return to Tokyo Big Sight from June 12-15.

April 2018



FHA2018 is a mega trade show synonymous with the food and hospitality industry in Asia and beyond.

**Food&HotelAsia (FHA) 2018**

24 - 27 April 2018

Singapore

<https://www.foodnhotelasia.com>

Through 40 years of years of evolvement, FHA has grown tremendously in tandem with Asia's food and hospitality industry and has earned itself a reputation as the most comprehensive premier international food and hospitality trade show in the region.

May 2018

**Cibus 2018**

07 - 10 May 2018

Parma, Italy

www.cibus.it/en/

Cibus International Food Exhibition is the key event of the Italian agri-food sector – the “true platform” enabling companies committed to “Made in Italy” foods to meet the major distributors, importers and professional of domestic and international markets.

**NRA Show 2018**

19 - 22 May 2018

McCormick Place, Chicago, USA

www.show.restaurant.org

As the international foodservice marketplace, the NRA Show provides unparalleled opportunities for buyers and sellers to come together, conduct business and learn from each other.

**IFEX Philippines**

25 - 27 May 2018

Pasay City, Philippines

www.ifexphilippines.com/en

IFEX Philippines is one of the country's biggest international trade exhibitions on the local as well as Asia's ethnic and specialty food, tropical fruits, vegetables, seafood, beverages, bakery and confectionery products, meat and poultry, halal-certified products, as well as natural, organic and healthy food products.

May 2018

**SIAL China**

16 - 18 May 2018

Shanghai, China

www.sialchina.com

SIAL China is the fourth biggest food show in the world, with 18 years' experience in the market. Major market players from retail, hotel/restaurant/catering (HoReCa), food services, the import/export trade and manufacturing come to this show.

**THAIFEX – World of Food Asia**

29 May - 2 June 2018

Bangkok, Thailand

www.thaifexworldoffoodasia.com

THAIFEX – World of Food Asia will showcase 11 trade shows, covering 107,000sqm. Jointly organized by Koelnmesse, along with the Department of International Trade Promotion and the Thai Chamber of Commerce, THAIFEX – World of Food Asia remains one of the largest satellite shows of the world's foremost F&B exhibition, Anuga, for the Asian market.

June 2018

**FOOMA JAPAN**

12 - 15 June 2018

Tokyo, Japan

www.foomajapan.jp/english/index.html

FOOMA JAPAN is a showcase of products, technologies and services for food processing and related operations. The exhibitors represent every conceivable link in the value chain for food-related equipment. Annual attendance is usually large, and the range of exhibits broadens further with each exhibition.

July 2018



Speciality & Fine Food Asia 2018/ Restaurant, Pub and Bar Asia 2018

17 - 19 July 2018

Singapore

<http://www.speciality-asia.com>

SFFA provides an intimate and focused platform for retailers, distributors, chefs, restaurateurs, hoteliers and more to source the latest innovative products, gain insights into emerging trends and forge new partnerships. Co-located with SFFA, RPB Asia is a dedicated trade show for the restaurant, pub and bar community in South-east Asia.

September 2018



Foodtech Packtech

18 - 20 September 2018

Auckland, New Zealand

<https://www.foodtechpacktech.co.nz>

Foodtech Packtech (FTPT) is New Zealand's largest food manufacturing, packaging and processing technology trade show. Running strong for over 20 years, this free-to-attend event brings industry professionals and decision-makers together providing a forum for education, discussion and the sharing of knowledge and expertise, critical in the sustainability and growth of the industry.

October 2018



Fi Asia (Food Ingredients Asia)

03 - 05 October 2018

Jakarta, Indonesia

www.figlobal.com/asia-indonesia

The role of the Asian region in the global food trade has been steadily growing for the past decade, so now is an ideal opportunity for any F&B business looking to grow here. As one of the major trade exhibitions for South-east Asia's food industry, Fi Asia will return again to Jakarta to bring together domestic and international ingredient suppliers, distributors and F&B manufacturers.

October 2018



Vinexpo Tokyo

16 - 17 October 2018

Tokyo, Japan

<http://www.vinexpotokyo.com>

Specially created to meet the needs of a demanding and fast-growing market, Vinexpo Tokyo is a premium exhibition designed for Japanese wine and spirits professionals. Over two days, exhibitors from all over the world meet top-level visitors in a prestigious setting, maximizing opportunities to do business.



Franchising & Licensing Asia 2018

18 - 20 October 2018

Singapore

<http://franchiselicenseasia.com>

Forge new partnerships and seal business deals at Franchising & Licensing Asia where entrepreneurs and prospective franchisees can meet face to face with representatives of international brand concepts across various industries.



Drink Technology India 2018

24 - 26 October 2018

Mumbai, India

<https://www.drinktechnology-india.com/index.html>

Together with IndiaPack, FoodPex and pacprocess, Drink Technology India is the most important event for the beverage and liquid food industry, food industry and for packaging production and printing in India.

November 2018



Vietfood & Beverage - Propack 2018

07 - 10 November 2018

Hanoi, Vietnam

<http://hn.foodexvietnam.com/en>

Organized by Vinexad (under Vietnam's Ministry of Industry and Trade) the show is strongly supported by local authorities such as Ministry of Industry and Trade, Ministry of Agriculture and Rural Development, Local and Foreign Associations of Beverages, HoChiMinh City Food Association.



Anufood China

21 - 23 November 2018

Beijing, China

<http://www.anufoodchina.com>

Marching forward side by side with its exhibitors and visitors, Anufood China has transformed into the global food & beverage exhibition serving North Asia.



SIAL Interfood

21 - 24 November 2018

Jakarta, Indonesia

<http://sialinterfood.com>

An exciting B2B platform assisting food and beverage companies to break through into the promising ASEAN market.

SILVERLINE

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EXCELLENCE**

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*The absence of lactose is a natural consequence of the traditional Grana Padano production process. It contains less than 10 mg/100 g of galactose.

* PDO: Protected Designation of Origin