

Unique products and packs carry off Innovation Awards

BY NEIL MURRAY

HERO and Italtack/Ocean Spray were the winners of the 5th Annual World Juice Innovation Awards, which were presented at the FOODNEWS World Juice Conference Banquet on 17 October in Barcelona, in front of a packed audience of industry figures from across the globe.

The judging panel, made up of representatives from Canadean, SGF and FOODNEWS, gave awards in two categories, Best New Juice Product and Best Innovation in Processing and Packaging.

The Award for Best Innovation in Processing and Packaging went to the gable top carton manufactured by Italtack for Ocean Spray's range of chilled cranberry juice drinks, which feature pioneering windows on the front and back of the carton. On the back, the windows include gradations which allow consumers

to provide themselves with the correct amount of juice to make one of the recommended five daily portions of fruit and vegetables.

Jamie Robinson, commercial director for Ocean Spray UK commented: "We are proud to have been first to market with window packaging for cartoned soft drinks in the UK by working with packaging partner Italtack, and are delighted our innovation had been recognised with this award."

Other finalists

Italtack and Ocean Spray beat off strong competition from Elopak and EPI Ingredients, the other companies shortlisted in this category.

Hero picked up the Award for Best New Juice Product for its Fruit2Day range, which combines fruit juice with small fruit pieces in a unique single serve pack. Fruit2Day gives a unique sensation of eating and drinking at the same time, with

a totally new mouthfeel for the juice category. The judges were given a difficult decision due to the high quality of the other nominations from Innocent, RDA Organic and Spanish newcomer Romantics, but Fruit2Day had the edge in terms of sheer innovation.

Andrew Biles, chief executive of Ocean Spray's UK juice drink manufacturers Gerber Juice and Giuseppe Adinolfi, managing director of Italtack, were present to collect the award, while Ulrich von der Linden of Carriere accepted the award on behalf of Hero.

Carriere worked closely with Hero on the product, an unusual move for a trader. The company sourced an important part of the raw material required for the product.

Von der Linden modestly told FOODNEWS: "The bouquet definitely goes to Hero and its highly innovative product (and packaging). It has developed entirely the concept, from designing, blending, filling, packing and selling/distributing the product."

Pictures of the award presentations and winners may be viewed on the FOODNEWS website. In addition, high-resolution JPEG images of the conference proceedings, speakers and meals, are available on request.