





Editorial

We started Food & Beverage News to share what really makes us passionate about our industry and to give the sector the attention it truly demands.

With your love and support we have seen the website grow at a phenomenal rate, ever since it's inception in September 2012.

We have over 500 followers on Twitter and recently crossed a 100 likes on our Facebook page! We even have a free glossy Newsletter we mail to you every Tuesday, which has been rapidly gaining subscribers.

So the next step for us was a natural one.

With this 'e-zine' or electronic magazine we hope to provide you with your favourite stories from the last few months in one downloadable publication.

We aim to put this together for you once every eight weeks. This is Issue one and we hope you receive this with the same love as you have our previous endeavours.

Warm Regards,

Neeraj Nayar

Editorial Director,
Food & Beverage News



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Domino's Invites Customers Backstage

By News Desk



In their bid to revolutionize the digital experience, Domino's Pizza is truly opening its doors. Digitally, that is.

The recognized world leader in pizza delivery launches its new *Domino's Live* online platform – a destination where customers can follow the action of an in-store lunch or dinner rush live, and experience something unique and innovative to the world of pizza and quick service restaurants.

Online customers will get a live, uncut glimpse, via five installed cameras within a Domino's store in Salt Lake City, into the start-to-finish making of a pizza – perhaps even their own. The initial single-store pilot program launches and will run throughout the month of May.

"We at Domino's have made continued efforts to open our doors and be as welcoming as possible," said Russell Weiner, Domino's Pizza chief marketing officer. "This is simply the next step, and we are very excited to merge the visual tradition and spirit of the pizzeria with today's digital capabilities."

In the five years since initially launching online ordering, Domino's has introduced online innovations such as *Domino's Tracker*, featuring the names of the actual Domino's pizza makers and delivery experts who pull it all together to make the ordering experience happen.



Food

By visiting [here](#), fans and customers will now see this in action, and be treated to an experience like no other – whether it be hand-pressing the dough of a Handmade Pan Pizza, the hand-crafting of an Artisan Pizza selection or as simple as the hand-stretching and topping of the more traditional hand-tossed pepperoni pizza.

“This is completely unique to anything you see other pizza companies or QSRs doing, and we are looking forward to seeing how *Domino’s Live* goes with our store in Salt Lake City,” said Weiner. “No matter what, we remain committed to being transparent and welcoming – and that is what this is all about.”



McDonald's Launches TrackMyMacca's



By News Room

McDonald's enjoyed a landmark moment back in January, as they launched their first ever app in Australia.

Developed by [DDB Australia](#), 'TrackMyMacca's' takes its users 'behind the scenes' of their meal, showing them where their food has come from.

The App, which is only available to iPhone users, employs technology that accesses McDonald's supply-chain and augmented reality to deliver interactive information about McDonald's food.

TrackMyMacca's only works with food that comes in specially marked boxes. It currently tracks McChicken burger, Big Mac, Filet-O-Fish, and 3, 6 or 10 packs of Chicken McNuggets. From March it also started tracking large and medium French Fries.



The software used to build the App is only able to scan 5 different speckly images, which means McDonald's could only select some of the more popular items on the menu to track.

The company hopes the App will be a nice way to get customers to interact with them and to let the consumers find out more about the produce used in Macca's meals.



India: The Future of the Food Industry

By News Room



India is the 2nd largest population in the world, has the 3rd largest economy and ranks 2nd in the world in terms of agricultural production.

It is no wonder that India is fast becoming an essential player in the global food ingredients market. AC Nielsen has named India as a hotspot for food manufacturers, food producers and food ingredient professionals and the country is now becoming an integral part of the global food ingredient network.

Given this trend, India has become one of the most important destinations for food investment, with the food industry growing at an annual rate of 17%.

The bridge linking India to the rest of the world is quickly becoming stronger and Fi India is at the forefront of the action, providing a global portfolio extending from the iconic Fi India tradeshow to online platforms, magazine publications and high-level industry specific conferences.

In October 2013, India will play host to this fully dedicated food ingredient show and Fi India have worked intrinsically to gather hundreds of the leading food ingredient suppliers plus around 6,000 visitors and industry professionals.



Food

“Following the recent approval of the sweetener stevia in India, Fi India offers great opportunities for exhibitors to use the Food ingredients platforms and take opportunities like this, to grow their business and become market leaders. This is just one example how Fi India helps our customers strengthen their business, in one of the most important markets in the world.”

- Mathias Baur, Portfolio Director, Food ingredients Global

Included in this powerhouse line up are the likes of Cargill, BASF, Roquette, Matrix, Mafco and many more. This specialised food ingredients event focuses on innovation and consumer trends, providing a platform for key professionals from around the world to link to this exciting Indian market.

In addition, the buying power of Fi India visitors has increased by around 20% in previous years, as well as seniority now mainly being CEOs, directors and presidents.

Along with the increased buying power and economic growth, a relaxation in import

policies, growth of organised retailing, increased urbanisation and an increase in middle class, the lifestyles and food habits are changing across India. This is opening the doors for imported foods, health foods and innovative food ingredients from across the globe.

Fi India is aligned in the Food ingredients portfolio strategy to extend the Food ingredients brand into regions where they have opportunities to engage with new customers and also present new business growth and opportunities to their existing client base.

With the key focus on customer insight, business development and innovation and trade in a region with one of the fastest growth rates in the world, Fi India is a cost-effective platform to source new ingredients, grow market share and the key stepping stone to entering the Indian food ingredient market.

Coca-Cola Tries Its Hand In Match-making

By News Room



It's not easy being single. Meeting someone interesting in person and spontaneously is close to impossible in this digital age.

So to help 'match-make' couples, Coca-Cola sneakily filled a vending machine in one of the most romantic

park in Shanghai, China, with bottles that have extremely-tightened caps.

As part of its 'Coca-Cola Icebreaker' campaign, the soft drink giant and ad agency Leo Burnett Shanghai knew that unsuspecting females would have trouble opening the soft drink bottle up by themselves.

The ladies would have to approach a guy for help, or a guy would offer his help seeing that she's struggling.

This in turn helped men and women in Shanghai meet without the need for being formally match-made—and it all started with a Coke bottle.



The video, which can be viewed [here](#), showcased various women who bought the extra tight coke bottles and featured how they weren't able to open the bottles.

The commercial plays out the classic damsel in distress scenario, which is sure to cause conversations.

Judge Cans New York Soda Ban



By News Room

New York Mayor Michael Bloomberg's fight against obesity was dealt a stinging blow, when a state Supreme Court Judge quashed his plan to ban the sale of large sugary drinks in the city's restaurants and other venues.

The ruling by State Supreme Court Justice Milton Tingling in Manhattan came down just one day before the ban was supposed to take effect. Tingling said he found the ban to be "arbitrary and capricious".

At a press conference, Bloomberg said the judge's ruling was "totally in error" and promised to keep pressing his effort to combat a growing obesity epidemic linked to heart disease and diabetes.

He has successfully fought off past court challenges to the smoking ban and the calorie count rule.

The National Restaurant Association joined the American Beverage Association and others in filing the lawsuit challenging the ban last fall, saying it was arbitrary and subjected

restaurateurs to a standard that many of its competitors, including groceries and c-stores, didn't have to meet.



The ban would have prohibited restaurants, delis, stadiums and arenas, concession stands and food carts from selling sugar-sweetened beverages in containers above 16 ounces. Banned beverages would have included soda, sweetened iced tea,

“This is a great victory, particularly for thousands of restaurant operators and industry suppliers serving New York City who would have experienced financial hardships had the ban been enacted. We are extremely pleased that the judge recognized that the Board of Health exceeded its authority when it initially passed the ban.”

**- Dawn Sweeney, President & CEO,
National Restaurant Association**

some smoothies, coffee drinks and lemonade.

Judge Tingling determined that Mr. Bloomberg exceeded his authority by sidestepping the City Council and placing the issue before the city's Board of Health, a panel whose members were each appointed by the mayor.

Mr. Bloomberg said at the news conference he has no plans to bring the measure before the City Council.

Chris Gindlesperger, a spokesman for the American Beverage Association, which brought the lawsuit on behalf of companies such as Coca-Cola, PepsiCo and Dr Pepper Snapple, had this to say:

“The court ruling provides a sigh of relief to New Yorkers and thousands of small businesses in New York City that would have been harmed by this arbitrary and unpopular ban. With this ruling behind us, we look forward to collaborating with city leaders on solutions that will have a meaningful and lasting impact on the people of New York City.”



World's First Vodka Made from Cow Milk

By News Room

For those who love milk and alcohol—not necessarily together—a UK-based farmer has created a poison that combines the beverages of your choice.

The world's first fresh whole milk-based vodka—called '[Black Cow](#)'—is the brainchild of Beaminster, Dorset, England-based Jason Barber, and is said to be an exceptionally smooth drink with a distinct “creamy texture”.



The concoction took Barber three years to perfect—and was conceived after he watched a TV documentary about people in small Siberian, Russian republic, Tuva, who make vodka from using yaks' milk.

Using the milk of his farm cows, Barber first separates the milk into curds and whey: the curd, he uses to make cheese; the whey, he ferments into beer (using special yeast) to convert the milk sugar into alcohol.

After the beer milk is distilled, it goes through a secret blending process—the resulting milk vodka would then be triple-filtered and hand-bottled.

According to [Daily Mail](#), *James Bond* star Daniel Craig, and Elizabeth Hurley are big fans of the milk vodka. Barber also said that Black Cow is the only alcoholic drink that doesn't give him a hangover.

Black Cow is priced from approximately US\$35 per bottle.

Bacardi Asking Partiers to 'Walk the Line'

By News Room



Party hard, but party responsibly, is the latest message Bacardi are trying to spread across India.

In partnership with Indian digital agency, Webchutney, the alcohol giants have come up with a digital sobriety test called 'Walk the Line'.

"The installation is placed at bars and clubs across the cities. After a night of partying the system is finally revealed to the crowd and each patron is made to stand on a yellow line after which the screen asks them to walk

forward by placing one foot in front of the other in a straight line until they reaches the other side," explains Webchutney.

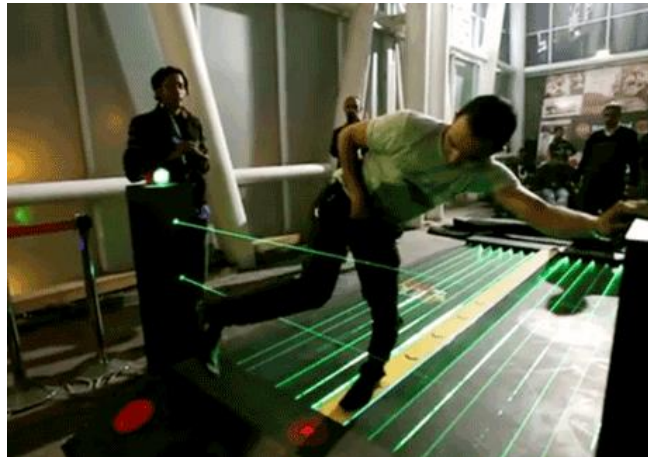
"If and when the patron reaches the end of the strip, a set of lasers further confirms that he/she is sober enough to drive. These lasers placed on either side of the strip detect deviations from the strip; triggering an alarm if the patron fails the test and offering him a chauffeur for a safe ride home."

Inspired by the thought provoking technology used in Hollywood blockbusters, Walk the Line derives its tech inspiration from laser security systems in Oceans Twelve.

The same idea was modified for Walk the Line i.e. using lasers to see if a patron at a bar can walk on a straight line.

At the end of the day, the simplicity of the technology proved to be an asset, because it brought a complex idea to life in an easy and enjoyable way.

“What sets Walk the line apart from other CSR activities is that it not only sends out an important message to the youth today, but does so in a fun and relevant manner while generating real-time human responses,” added the representative from Webchutney.



“With experiential advertising on its way to becoming the wave of the future, the idea was to bridge the gap between the physical and virtual ecosystems by generating an enhanced on-ground user experience with digital technology.”

Currently ‘Walk the Line’ is only available in India. But both Bacardi and Webchutney are hopeful for a bright future for the installation.

“We intend to propagate this module and touch base with a large number of people. In the coming year we shall be taking this module to all party places across all key cities.”



Beer Serves America ... Literally



By News Room

A new economic impact study released shows America's beer industry—made up of brewers, beer importers, beer distributors, brewer suppliers and retailers—directly and indirectly contributes \$246.6 billion annually to the U.S. economy.

Jointly commissioned by the Beer Institute (BI) and the National Beer Wholesalers Association (NBWA), the Beer Serves America study shows that the industry generates more than two million American jobs, accounting for nearly \$79 billion in wages and benefits and more than \$246.6 billion in economic activity.

The industry also contributed \$49.1 billion dollars in the form of business, personal and consumption taxes in 2012.

"As independent businesses, America's licensed beer distributors are proud to provide more than 130,000 quality jobs with solid wages and great benefits to employees in every state and congressional district across the country," said Bob Archer, president of Blue Ridge Beverage Co., Inc. in Salem, Virginia, and chairman of NBWA.



According to the study, the beer industry directly employs nearly 1.1 million people, paying nearly \$31.8 billion in wages and benefits, among brewers, distributors and retailers, such as supermarkets, convenience stores, restaurants, bars and stadiums.

"Beer serves America at virtually every level of the economy, from the two million employees, to the small businesses in middle class communities, and the important tax revenues at the local, state and national levels. From farmers to factory-workers, from brewery-hands to bartenders, beer puts Americans to work."

- Tom Long, CEO, MillerCoors

Indirectly, the industry generates nearly \$153.2 billion in economic activity in agriculture, manufacturing, construction, transportation and other sectors.

"In addition to providing quality jobs with solid wages, the independent, three-tier beer distribution system provides transparency and accountability and works to ensure alcoholic beverages are sold only to licensed retailers who in turn are responsible for selling only to adults

of legal drinking age," added NBWA President Craig Purser.



"This time-tested system, in which America's beer distributors play a critical role, ensures that brewers of all sizes can reach a wide network of retailers and American consumers can enjoy tremendous choice and variety – 13,000 different labels of beer – at a great value."

"These numbers demonstrate that our industry continues to create quality jobs, build our economy and generate important domestic revenue in an economy that needs every job we can support," said Joe McClain, president of the Beer Institute.

"For this reason, it is important that state and federal officials consider equitable tax policies and avoid harming an industry that is so effectively aiding economic growth."

John Dunham & Associates of New York conducted the Beer Serves America economic impact study and covers data compiled in 2012.

The complete study, including state-by-state and congressional district breakdowns of economic contributions, is available [here](#).

Meet Jeff Tyler

By Mahir Prasad

There is a restaurant in London that completely captures the essence of this vastly multicultural city. This Russian chain offers Pan-Asian and Italian cuisines to its patrons and has a Kiwi at the heart of its operations.



'Novikov' is one of Russia's most famous and successful restaurateurs, Arkady Novikov's first foray into the British market. The restaurant is quickly gaining fanfare and a lot of that is to the credit of the skills of Jeff Tyler and his team of dedicated chefs in the Asian Kitchen.

So Food and Beverage News decided to get up close and personal with the man pulling all the strings.

Born in New Zealand, Jeff Tyler didn't have to try too hard to find his inspiration. "Back home my family lived in a rustic farm and I had instant access to amazing, organic and fresh materials," remembered Jeff.

"I was very young when I got into cooking. I used to wait on tables, but I did not like that so I decided to work in the kitchen for free," recounted Jeff.

It was here that he developed his basic skills as a chef and eventually discovered

his passion for Asian food. "We once got a big Salmon in the kitchen and were cutting it and tasting it and I instantly fell in love with the freshness of the meat and I knew that's what I want to do."

The Accident that changed his life

In 2004, Jeff suffered a serious mountain biking accident that put him out of action for nearly a year. He suffered a dislocated and fractured shoulder that put a temporary halt to his career as a chef.

While recovering Jeff spoke of his passion for Japanese food to his then boss, Mark Bartlet, who in turned offered him a chance he just couldn't refuse. "Mark told me that he was going to Japan for business and asked if I wanted to tag along. So I got my passport and was soon on a flight to Japan," said a very jovial Jeff.

He arrived at the East Asian Island and his first meal off the flight dismissed any doubts he had about pursuing a career in Japanese food.



"I arrived in Japan and was immediately fascinated by how they prepare their food. My first meal off the flight was something I never liked before, a live scallop," said Jeff with a smile on his face. "It was still moving till I scooped it out of it's shell and then I took a bite and it was like the orange part just exploded and melted in my mouth!"

As if the meal wasn't mouth watering enough Mark went on to introduce Jeff to one of the most respected chefs in Japan, Toshkatsu Chiku-San, who after seeing his enthusiasm agreed to make Jeff his first non-Japanese apprentice.



The Japanese Experience

Once he relocated to Japan Jeff quickly realised that he had a tall mountain to climb. "The Japanese experience was very hard. I was literally working from the moment I got off the flight on my return to the country. To be in a place where no one understands you though was the hardest," said a pensive Jeff. "Luckily for me in the kitchen there is just one language."

It took him nearly seven months to overcome the language barrier, but he continued to persevere and in the end came through with flying colours.

Learning a new language and fine-tuning his skills in fine Japanese cuisine though wasn't the greatest thing Jeff learned in the land of the rising sun.

When asked by Food and Beverage News what was the greatest lesson he learned from Chiku-San, Jeff had this to say: "He had a very unique perspective on life. Perhaps the greatest lesson he taught me was not to do this for the money."

Journey to Novikov

Armed with new skills set Jeff returned to New Zealand to replenish his savings and once this was achieved he set off again in search of new adventures.



Following brief stints at Roka in London and the Mandarin Oriental Barcelona, where he worked alongside 5-times Michelin award winning chef Carmen Ruscalleda, Jeff landed a challenging project in Morocco.

Mandarin Oriental Marrakech hired him as their 'Chef de Cuisine' and he was left with a difficult task of introducing the Moroccan people to a cuisine vastly different to theirs.

"It was very hard. The Moroccans like their food well cooked. They like their meat well done. So to then ask them to try some thing completely opposite was a challenge," recounted Jeff.

Following a two-year introduction period Jeff's hard work began to payoff as the Moroccan people finally began to warm up to this strange cuisine.

After mastering his latest obstacle Jeff was on the lookout for a new challenge and that's when Arkady Novikov came knocking.

An agency on behalf of Mr Novikov approached him about the possibility of working in his new restaurant in London.

"So we set up a trial and I was in the kitchen preparing and Mr Novikov walked in to see me and said don't worry about presentation, its quality that's more important," remembered Jeff. "For me this was perfect because that just how I felt and the rest as they say is history."

What the future holds

Like most of his previous challenges Jeff seems to be making the most of his London experience. Novikov is rapidly gaining popularity and has become somewhat of a celebrity hotspot.

His innovation and constant need to experiment has led to some excellent dishes on the menu. The 'Yuzu Scented Miso Black Cod' is a particular favourite of Jeff's and a majority of his guests.

Given his history and course his life has taken so far Jeff is unsure of what the future holds for him on the long term. But for now he is wholly focused Novikov and is driven to become the best Pan-Asian Chef around.

The Fun Way To Do Marketing

By Mahir Prasad

It is said that the simplest ideas are often the most effective.

Marketing and Consumer Research business [Come Round](#), seem to be proving that with their exciting new concept, which **Food and Beverage News** decide to investigate.

"The company slogan sort of says it all – Parties to make the nation talking. That is what we do, we get the nation talking," explains Come Round Managing Director, Giles Harris.

"What we get them talking about can be anything – From an iron, to a video game, to even a new food item. The point is we are a marketing and consumer research business, but what sets us apart is that we do the marketing and research by putting on thousands of simulations parties across the nation."

The idea is simple and broken down in various stages:

Stage One: The Approach

The first and most obvious step is to approach various companies and offer to market their brands.

Once a deal has been struck with the brand then the next step is to find people willing to host a party.

So, how are the hosts picked? Come Round and their clients post on their respective social media outlets, asking people if they want to host a party.



They also hit their pre-existing database of party goers (Come Round itself boasts of a database of over 50,000 people), informing them about the party as well.

The willing people are asked to fill out a form available on the [Come Round website](#).

Once they have received the response from willing hosts, Come Round will then, based on some demographic questions in the form, pick the 'perfect party host'.

Stage Two: The Invite

Now that the perfect hosts have been picked, they are sent an email welcoming them and encouraging them to invite their friends to the event.

"Every party we have run, the hosts have been told they must invite nine guests or more, through our systems," explained Giles.

"Two benefits of you inviting your friends on our system are – We get to ask them to join our mailing list for the brand, and we get to check that you do actually have friends and are committed to host the party."

If the host fails to invite at least nine friends by a certain date, then they are sent a reminder and subsequently replaced.

Come Round will only send the host a **party pack** if they have registered nine friends on their system.

Stage Three: The Party Pack



Based on an agreed budget with the brand, Come Round will create a party pack that will be mailed to every host.

While there is significant input from the brand itself, the party packs are manufactured by Come Round. The items in the pack are obviously based on the theme of the party.

"We love to put in a party pack items that will stay on much longer than the party. The idea is to have this perpetual branding that goes on and enough for 10 people to go home with," added Giles.

The packs are then well sealed and despatched via a 'signed-for' courier service to every host.

Stage Four: The Party



The next step of course is the part itself. The hosts, with the aid of the party packs, decorate the venue as per the theme of the party.

Come Round ensures this by throwing in some enticing incentives for the hosts.

"We come up with a few activities for the party. One of them is that you stand a chance of winning a great prize if you send us a picture of your party," described Giles.

He went onto clarify, "The picture is only valid if it features a large branded poster included in the party pack."

This activity serves as a good advertising tool for the brand, as the winner is picked by public vote on the brand's Facebook page.



So the hosts encourage their friends to go on the page and vote for their pictures, thereby creating awareness both for the party and the brand.

Previous prizes for this activity have included master chefs visiting the hosts and their invitees and giving them a free cooking lesson.

These activities also provide the brand with a lot of user generated content.

Step Five: The Feedback

Every host agrees to **three promises** while hosting a Come Round party:

- ✓ Hold the party on the agreed date and invite at least nine people
- ✓ Conduct the party activities included in the party plan
- ✓ Ensure all guest fill and short online survey at the end of the party

The survey serves two main purposes: First of all it is a great way for the brand to get some consumer research from a very targeted group.

Secondly, it provided Come Round with a lot of information about the brand, which they then compile into a comprehensive report and send it to their clients.

What next?

The most immediate goal for Come Round is to host more parties a year and in as many industries as they can.

The company also recently acquired a distribution centre in Amsterdam and are ready to begin operations there. The hope is that, that turns into their entry in the European market.



Profile

It takes Come Round an average of a month and a half to organise a party and their aim is to hold one every month.

Given Giles' history with the music industry, majority of their initial parties were based on that industry.

However, Come Round have since expanded into the entertainment and video games industry and are now looking in a big way at the Food and Beverage sector.

They recently hosted events for [Gallo Family Vineyards](#), their first foray in the Alcohol industry, and [Sharwood's Sauces](#).

The company boasts of a 90 per cent satisfaction rate for their 25 parties so far and claim to practise the most transparent form marketing. They won the Brand Events Awards last year for their event for Philips.

They worked with massive names in the respective industries such as **Jamie Oliver**, **Lady Gaga**, **Usher**, **WWE**, **Doctor Who**, etc.

"Neilson recently did a report that showed that 90 per cent of the people trust 'word of mouth' marketing from someone they trust and that is what this business is built on," summarised Giles.



Change4Life's new Campaign

By Mahir Prasad



Obesity is a serious concern for the United Kingdom, with as much as two-thirds of men and almost as many women now being overweight, according to an NHS report.

In England 24% of men and 26% of women are obese, while 65% of men and 58% of women are either overweight or obese. These figures are worrying given that in 1993, when the first study was carried out, only 13% of men and 16% of women were classed as obese.

Recognizing this the Government have launched a new TV campaign under their [Change4Life scheme](#), highlighting

the levels of sugar, fat and salt in everyday foods.

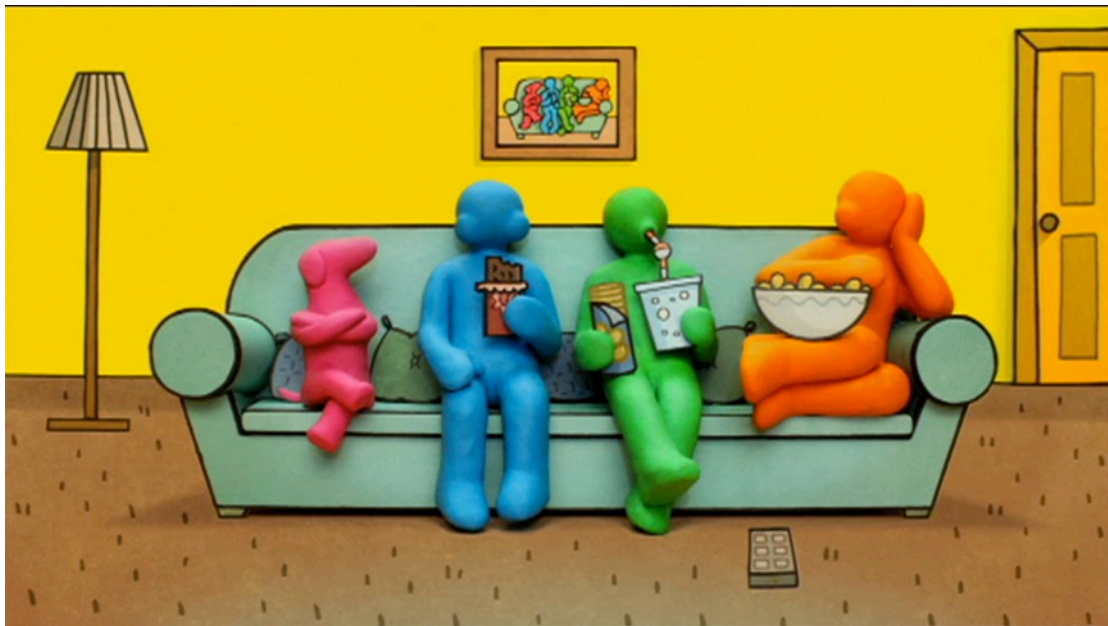
Having been heavily criticised by many in the health sector for not implementing a compulsory and simple uniform labelling system in the past, the government has [finally won agreement from major supermarkets](#) to introduce a 'traffic light system' of labelling on a voluntary basis this year.

The aim is to make it much easier for consumers to quickly tell the fat, salt, sugar, saturated fat and calorie content of particular foods from the colour used.

But do campaigns like these really work? 'Food and Beverage News' decided to investigate these questions.

Campaign Effectiveness

[In a study conducted by Professor Nick Finer](#) of the Royal College of Physicians showed that in France similar measures led a drop of 2.6% in overweight children from 2000 to 2007.



“There's no doubt in my mind that campaigns like this are indicative of the movement for consumers becoming more health aware and more health concerned. Brands that ignore this vital evolution will suffer in the long term whilst this also creates an opportunity for new brands to lead the way, grow exponentially and take market share.”

- Dan Einzig, Mystery

So clearly there is a potential of success and recent signs have shown that the public are on board with such initiatives. [In a survey published by the Food Standards Agency \(FSA\)](#), Two-thirds of the British public say it is "important" that genetically modified ingredients are labelled on food.

Alternative Approach

Some experts though believe that shocking the consumer isn't the most effective way forward. Shaun Bowen of B&B Studio had this to say:

A small survey conducted by 'Food and Beverage News' amongst 25-30 year old single working professional, seemed to support Shaun's point of view.

When asked if warning labels on products affect their decision in purchasing them, majority of them said no. Maria Koutroumpa, who is a 26-year-old market researcher, explained:

“Initiatives like these have been ever present in products such as cigarettes. But if I want a cigarette, I will go and get one regardless.”

Action Needed

No matter what the course of action, it is clear that something needs to be done.

The Department of Health found that despite most people wanting to improve their health, the majority had no idea about the level of "hidden nasties" in their meals.

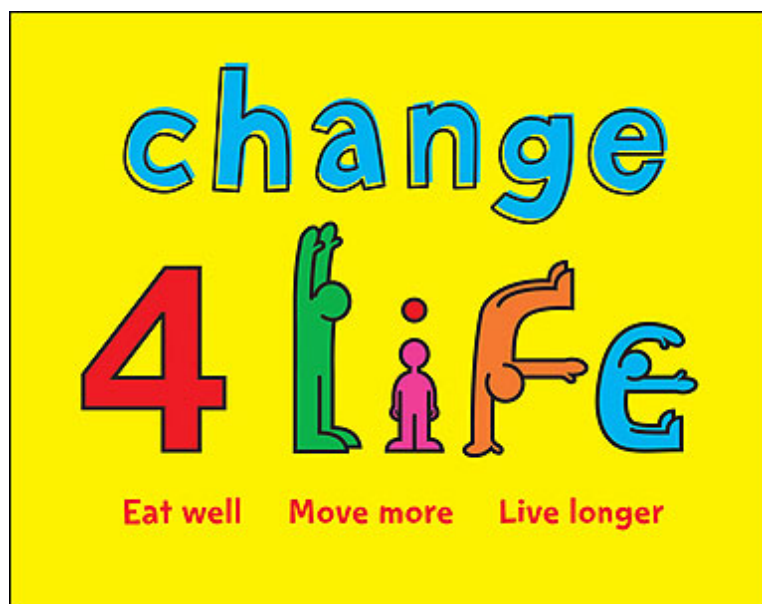
With that in mind Dan Einzig believes that Change4Life is a small start to a long-term solution:

"This campaign is just one part of a larger picture in society, which is

underpinning people's interest and education in what they eat and drink. Rather than a trend (which somehow suggests it might be short lived) I see this as more of a cultural evolution or on-going long-term change."

"The advertising campaign for Change4Life uses shock tactics to focus our attention on the hidden nasties in our favourite foods. But making unhealthy foods look bad is easy – the vital task is making healthy foods look desirable and delicious, and that's where the packaging industry comes in. At B&B, we've been lucky enough to work with a large proportion of healthy, natural brands, and it's our business to make them more appealing to consumers than the 'bad for you' alternatives. For us, building love and loyalty for healthy brands through brilliant strategic and creative work will always be the best way to change consumer behaviour over the long term. Campaigns can give consumers pause for thought, but at the supermarket shelf decisions are made with the heart as much as the head, so engaging, accessible branding is a must-have for the 'better for you' brand."

- Shaun Bowen, B&B Studio



evian Debuts Baby & Me Campaign

By News Room



evian Natural Spring Water debuts its newest video, Baby & Me, as a follow up to the incredibly successful viral Roller Babies video from 2009 and Baby Inside from 2011.

Launching simultaneously in 14 countries, Baby & Me is poised to become the next internationally acclaimed video from evian.

The newest video campaign from evian continues to focus on the brand's longstanding commitment to the Live Young lifestyle: that youth is not a matter of age; it's an attitude.

'Baby & Me' aims to offer another vividly entertaining moment that shows us a reflection of our own personalities and inner youth.

Characters in the video are seen walking through a busy street when they suddenly meet with their inner babies in storefront window reflections.

Upon the initial discovery, the adult characters begin to interact with their inner babies resulting in an energetic virtual dance off with themselves, demonstrating the feeling of freedom, of letting go and spontaneity that Living young triggers.

"The babies embody 'Live Young', the evian mantra, and remind us that we are all youthful in our own, unique way. Babies are also the ultimate symbol of natural purity, exactly what evian water is. This is why we are so excited to continue this iconic campaign in a fresh and entertaining way," said Jerome Goure, Vice President of Marketing for Danone.



Advertising



Produced by award-winning creative agency BETC, and directed by We are from LA, the Baby & Me video is remixed by electronic music producer, Yuksek for evian. 90's dance hit "Here comes the Hotstepper" serves as the soundtrack to the new film, which instantaneously brings the energy of the video to life.

In addition to the Baby & Me video, evian will be launching a Baby & Me application mid-May. Available on Android, iPhones and Facebook, fans will be able to meet their own inner baby.

Developed by BETC Digital and Software Company, B-Reel, the application uses advanced facial recognition software allowing users to take their own photo and those of friends and upload to the application, which will then "babified" and reveal your inner baby.

Photos can be uploaded to Facebook and Twitter to share with their friends, using #EVIANBABYANDME, which will be a globally used hashtag.

evian will also launch an international print campaign focusing on revealing your inner babies featuring celebrated tennis player, Maria Sharapova , and professional golfer Melissa Reid , who serve as international brand ambassadors for evian.

German Typeface Inspires Beer Design



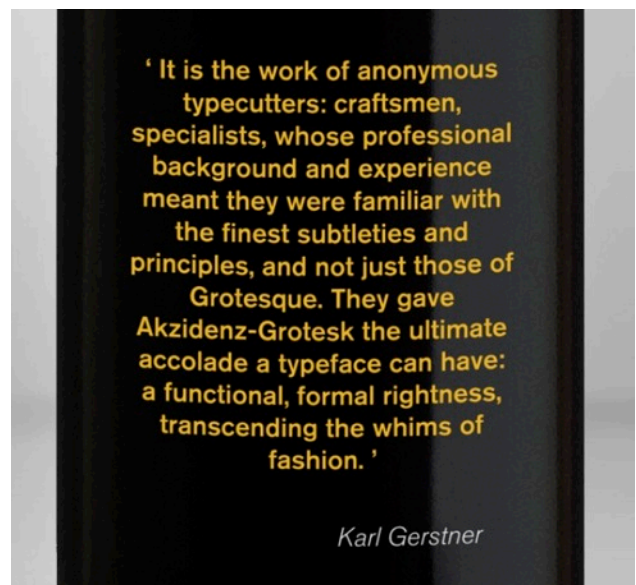
By News Room

Portuguese communications designer João Andrade likes German sans serif typeface first published in 1896—Akzidenz-Grotesk—so much so that he decided to create a beer in honor of it.

To celebrate the popular and very versatile font—which the designer hails as “one of the greatest and most influential typographies in history”—Andrade has created a total of five beer bottle designs, with each corresponding to a specific version of the typeface.

Matching the different weights and widths of the typeface to the amount of alcohol in each beer, the Akzidenz-Grotesk beer comes in light, medium, bold, extra and super.

We are hoping that the designer would work with a brewery and turn this attractive branding project into an actual beer.



Coffee Cups Feature Inspiring Messages

By News Room



For US coffee company Caribou Coffee, Minneapolis-based ad agency Colle+McVoy designed themed coffee cups and napkins that aim to inspire consumers.

The coffee cups feature various graphics paired with phrases that metaphorically talk about life, and the napkins encourage customers to buy a drink for a friend or get creative.

Caribou Coffee sought to refocus and evolve its brand presence. The exploration led to a core insight that

became a theme for the new campaign: "Life is more than coffee. That's why there's coffee."

The theme is an extension of Caribou's longstanding tagline, "Life is short. Stay awake for it." and demonstrates how Caribou and its fans view life.



Packaging

“The campaign, created by Minneapolis agency Colle+McVoy, includes 15 and 30 second television spots, radio, cups, napkins, a 3D billboard, and in-store posters and manifestos. All the work features inspirational “life-isms” meant to encourage fans to think of their coffee as more than just a daily routine, but a personal experience that fuels their day and their passions. Beautiful photography, iconography and type is intended to draw consumers in, offering a sense of wonder and exploration, inspiring coffee drinkers everywhere to enjoy the best that life has to offer.”

- Caribou Coffee



7-Eleven's New Swedish Coffee Concept



By News Room

Convenience store chain 7-Eleven has updated its coffee concept with redesigned

“7-Eleven decided to update their coffee concept and emphasize a smart and convenient brand experience. The iconic stripes are the takeoff point of our design. We used them in a new and more modern way, creating a strong recognizable graphic signal that works in a busy environment.”

- Rikard Ahlberg, Senior Designer at BVD

coffee cups, napkins and plastic bags.

The International chain approached design agency BVD in the summer of 2012, to redesign its coffee concept and the new identity was implemented in Sweden at the end of the year.



Packaging

Taking 7-Eleven's iconic stripes, the redesign plays on negative spaces — using thin and bold white lines to illustrate the number '7', while the number '11' is illustrated by the store's signature orange and red lines.

"We find the classical stripes very iconic and they play an important role in the 7-Eleven identity. We used the stripes in a new and more modern way," added Rikard.

The new concept is currently only available in the Swedish market.



The Game That Rewards Winners With Beer

By News Room

Imagine a game where the winner not only earns the bragging right, but also a glass of ice-cold beer. Well that is exactly what the creative minds at McKinney have thought of, for the latest concept for Big Boss Brewing Company.



“I grew up playing video games, and I remember stacking quarters at the old arcades waiting in line to show off my virtual fighting skills. And I think it’s a nostalgic experience a lot of people identify with. I’ve also grown to appreciate the craft and skill it takes to make good-tasting beer. So to combine these two passions into a unique experience other people can enjoy was just awesome.”

- Owen Tingle, Associate Creative Director at McKinney

Called the ‘Beercade’, the retro-style arcade game dispenses free beer to the winners of the game. Its coin slot is replaced by a few drip trays, cup-holders and motion sensors—instead of quarters; users just have to place the cups at the cup-holders, below the machine’s beer taps, as credit.



The Beercade is loaded with a custom Street Fighter style 2D game called The Last Barfighter that pits two players against each other. The first player to win three rounds gets a cup of beer.

As far as where one can find Beercade goes, it looks

like it's only being relegated to promotional events and fundraisers for charities, so for now you will have to put on your philanthropic shoes if you want to sample the fun.



Kit Kat: Free No-WiFi Zone

By News Room



Kit Kat's new campaign encourages people to take a break from their digital lives in a 'Free No WiFi Zone'.

"The world is becoming one big WiFi zone. WiFi is available in bars, restaurants, trains, airports, supermarkets, etc. There's even WiFi on Mount Everest! People are constantly online and we thought it was time for a break," explained JWT Amsterdam.

To help people 'take a break' from online connectivity, chocolate brand

Kit Kat, along with ad agency JWT Amsterdam, created a 'Free No WiFi Zone' — a bench that blocks off WiFi signals in a 5-meter radius.

Kit Kat placed a number of these No WiFi Zones in some of the busy locations in Amsterdam, with the aim to 'disconnect' people from their emails, Facebook updates, hashtags and likes.

"We blocked all signals so people could escape e-mails, updates, likes and other digital distractions. Instead, they could enjoy a good old newspaper or hardcover books. Some even had a genuine conversation, while munching on a Kit Kat of course," commented JWT.

Since its installation the 'No WiFi Zones' have generated a lot of conversation online, with the campaign being featured in numerous Advertising websites and blogs.

JuiceBurst's explosive new concept



By News Room

Ever seen a product so appealing that it seems like it leaps out of the shelf towards you?

Well that is the appeal Williams Murray Hamm (WMH) wanted to capture in their latest brand concept for Purity Soft Drinks.

Purity has high hopes for its 'JuiceBurst' brand and now they have an innovative, one-of-a-kind concept to boost their image.



"JuiceBurst looked like an own label product in a clunky bottle. The only way we could make it behave like a brand was create an identity based on the one thing it could own – the best juice on the shelf having a bit of an outburst. The idea is in the name," comment WMH.

The concept is to have packaging that will feature augmented reality Blippar technology, which will allow consumers who have the Blippar smartphone app to see a film of the fruit exploding. This film will also feature links to Juice Burst social media channels.

WMH created the 'exploding fruit' films by filling individual pieces of fruit with pyrotechnic charges before blowing them up and filming the results using high-speed cameras.

"It's typical Williams Murray Hamm – taking the brand name JuiceBurst and putting an idea behind it," said WMH's Creative Director Garrick Hamm.

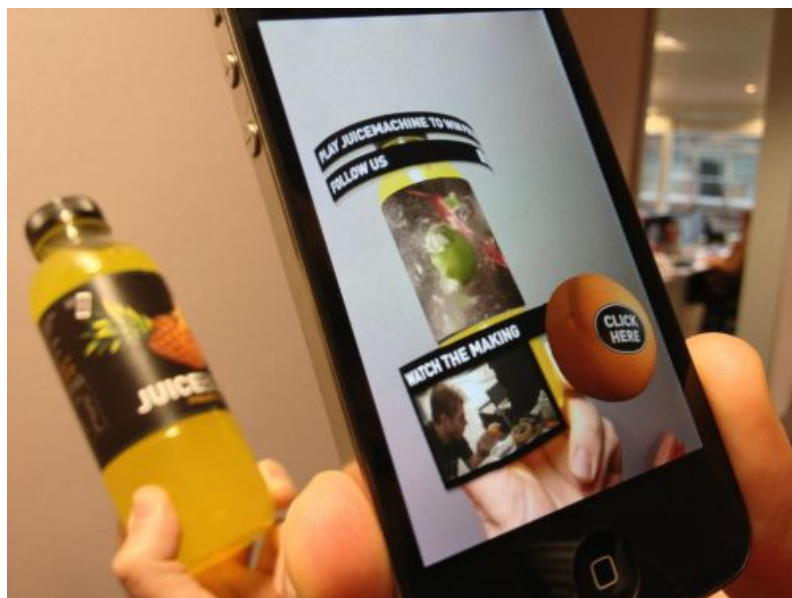
"Artem, the special effects company behind some of the opening ceremony scenes at the Olympics, blew the fruit up for us whilst the action was filmed at high speed. We just loved the idea of people watching the bursting fruit on their smart 'phones as they shop the fixture. I don't think anyone's done that before."

As well as creating the brand concept and films, WMH also designed the graphic and structural packaging.

The agency deliberately set the labels at a higher point on the bottle to contrast with other brands, which put their labels lower down.

WMH says it also developed 'stories' for the fruit to give them 'personality and voice'.

Purity Soft Drinks approached Williams Murray Hamm in the summer of 2012 to come up with the concept, which is set to launch next month.



The New Tea 2030 Project

By News Room



Some of the leading names in the Tea industry have joined an alliance to address sustainability issues in the industry.

The Tea 2030 project will be facilitated and managed by global sustainability non-profit Forum for the Future.

Companies like Tata Global Beverages, Unilever, Yorkshire Tea and Finlays have backed this initiative. Other participants also include the Ethical Tea Partnership, the Sustainable Trade Initiative, Rainforest Alliance and Fairtrade International.

The project aims to study and solve key challenges facing the sector by 2030. Problems such as tea trade practises, which at the moment are not the same as other commodities.

Competition for land and climate change is another major concern that could result in tea plantations being converted to other uses.

Between 2005 and 2010, 13,000 hectares of land in Indonesia have been converted from tea to other purposes such as growing rubber, palm oil and fruit

"Through our past projects in sectors as diverse as tourism and shipping, we have seen how exploration of different possible futures can be a powerful way of generating a shared understanding of sustainability issues throughout entire value chains," said Dr Sally Uren, Deputy Chief Executive of Forum for the Future.



"In turn, this shared understanding can generate new solutions to systemic problems that are just too big for one organisation to tackle alone. We have high hopes that Tea 2030 will deliver practical action that will secure a sustainable and successful future for the global tea industry".

The project has also highlighted its intention to further opportunities for responsible products in developing markets such as Brazil, China and India.

According to the recent Regeneration Roadmap study, consumer in these markets are more than twice as likely as those in developed markets to buy products because of social and environment benefits (51% to 22% respectively), and pay more for sustainable products (60% to 26%).

Tea 2030 intends to share its insight and vision widely — including the key trends affecting the industry and agreed 'innovation platforms' that will be launched in September 2013.