

Döhler is showcasing Malt extracts at Iran Food + Bev Tec 2015

Döhler is showcasing Malt extracts for beverages and foods at Iran food + bev tec 2015. Key Features include:

- ❖ Made from the best European barley malt qualities
- ❖ Proudly brewed in Germany in a state-of the art brew house
- ❖ Unique filtration technology for highest stability
- ❖ Latest aseptic filling ensures product safety

Malt beverages have a long tradition in many countries. Nowadays they build their own global category of natural, authentic and nutritional drinks. New taste directions and varieties are constantly generating new growth in this segment.



Taste, quality and stability of malt beverages are defined by raw material and process technology. Therefore Döhler sources only the highest quality of brewing grade barley and applies the latest German brewing technology.

The unique product advantage of Döhler malt extracts for beverages are further deriving from an outstanding know-how and set-up of filtration and stabilization processes.

In that way Döhler can offer customer individual products by knowing very well the attributes and needs of the final beverages. Malt extracts are also a crucial ingredient for the entire food industry. The Döhler product portfolio of highly concentrated or dried malt extracts can be used for sweetening, colouring, flavour optimization, as well as for improving the viscosity and structure of bakery & confectionary foods.

SIDEL Introduces MATRIX Technology to UAE for the first time

Sidel, a leading global provider of PET solutions for liquid packaging, will be introducing for the first time its Matrix™ Combi technology in the UAE, after being selected by Dubai Crystal Mineral Water and Refreshments LLC to upgrade its factory with their latest technology. Due to be installed in August 2015, Sidel Matrix™ Combi will help the Emirati bottler to produce PET water bottles in 330ml and 500ml formats at a speed of 22,500 bottles per hour (bph) and 1,500ml format at a speed of 16,000bph.

Apart from Matrix™ Combi, Dubai Crystal Mineral Water and Refreshments will integrate Sidel's recently launched StarLite base technology which gives added durability, stability, and overall resistance to the bottles. It offers a more energy efficient method of production, allowing producers to achieve significant savings on energy and the amount of PET used for the overall production. Shahram Raheb, Managing Director of Dubai Crystal Mineral Water and Refreshments said, "We have been looking to upgrade our factory with the latest solutions in packaging and bottling innovation, and we chose Sidel because of their proven capabilities and proficiency. With versatility and production savings for PET bottles, Sidel was the best option for us, and we are very certain that our consumers will feel the same." ♦



COCA-COLA Organizes Trip on World Environment Day

Coca-Cola Pakistan organized a nature trip to Ayubia National Park, Nathiagali on the World Environment Day. Connecting the activity with the celebrations going on throughout this year to celebrate the 100 years anniversary of Coca-Cola's Contour Bottle, one hundred people were hosted by Coca-Cola on the Nature Trip. Participants included social media activists, media representatives, environmentalists and nature lovers, and a large number of people from civil society. The group of one hundred was taken to Nathiagali to give it a first-hand experience of the Watershed Management Project that Coca-Cola has been carrying out in Ayubia National Park area for the past 6 years, in association with WWF-Pakistan.

This flagship intervention is a comprehensive project, which has achieved substantial measurable results already. These include recharge of more than 388 million liters of water in last 5 years, plantation of

more than 60,000 trees of indigenous species, development of several hundred fruit orchards, providing livelihoods to local communities, installation of rainwater harvesting structures in more than 100 schools, collection for reuse of more than a million liters of rainwater through rooftop harvesting and protection and rejuvenation of the 26 natural springs in the project area.

Meat One to go public in First Food Company listing in 5 years

After recording a phenomenal growth in its business during the last couple of years, the Karachi-based parent of Meat One, a high-end retail chain of butcheries has decided to list themselves on the Karachi Stock Exchange. This will be the first Initial Public Offering (IPO) by a local foods company in five years since the 2011 listing of Engro Foods.

The book building is taking place with 25 million shares on offer at a floor price of Rs43 per share. The Karachi-based

company will use this capital injection of over Rs1 billion (based on the floor price) to fund its nationwide expansion and take an early-mover advantage in the country's Rs1.25 trillion largely untapped meat market.

The company will construct modern slaughterhouses and meat processing units for both red and white meat near Lahore and expand into poultry segment, which is double in size of the red meat market. "Even if 10 new players enter the retail meat market, they will not be able to meet the current demand," Chief Executive Officer Kamran Ahmed Khalili told The Express Tribune in an interview.

National Bank of Pakistan (NBP) signed MoU with Nestlé Pakistan for PMYBL

National Bank of Pakistan (NBP) has signed 9th MoU for the PMYBL Scheme partnering with Nestlé Pakistan and a dignified ceremony was held at Nestlé Pakistan Head office in Lahore. Both the organisations shared the ultimate spirit of bringing prosperity to the under privileged class nation-wide.

The idea behind this initiative is to uplift the financial position of the masses thereby ensuring economic sustainability. Under this arrangement both organisations will assist applicants with or without expertise but willingness to set up their own business who wish to be the vendors of Nestlé Pakistan.

The focus will be on self-employment of the unemployed and under privileged youth within the age brackets of 21-45 years. The applicant has to be the existing vendor of Nestlé Pakistan with good credit history and sound credibility. NBP will assist in financial assistance to develop new or grow existing businesses. The applicant has to be the resident of the same proximity intended for their businesses. Nestlé Pakistan will assist via providing continuous training to the vendors for maximising output, quality assur-



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ance and optimum productivity in accordance with the highest standards.

The financing will be provided by the PMYBL scheme and the training will be provided by Nestlé Pakistan's CSV initiative through different programs run in accordance to the specific segments in the rural and urban areas. This collaboration will assist the PMYBL scheme for generating opportunities of self-employment to the vendors of Nestlé Pakistan including cattle and fruit farming etc. ♦

PERSONALIA

Engro Foods' founding CEO Steps Down

The founding CEO of Engro Foods Sarfaraz Rehman has resigned after a long stint. A key executive who was involved in the transition of the company from just a fertiliser-manufacturer to a diversified conglomerate, Rehman was responsible for the launch of Engro Foods in 2006 when the company introduced Olpers brand, which went on to capture a major chunk of the packaged milk market.



"I think I have reached the time when it's better to step down," he told The Express Tribune. "The company is doing well. We have been able to improve the monthly performance since July last year. So I think this is the right time for me to leave." But his departure has come at a time when the management at Engro Corporation has seen multiple exits of senior officials. Since the revered CEO of the group Asad Umar resigned in 2012, other senior executives have followed, stirring talk of a crack in the Engro culture that saw employees revolve their entire lives around the company.

However, Sarfaraz made it clear that his departure is based on personal reasons. "Actually, I told the board about my intention to quit couple of months ago. They even tried to make me change my mind."

He did not speculate who would take up the reins at Engro Foods, which saw its profitability plunge in recent years before bouncing back. Rehman, who has also worked for Unilever and Pepsi, rejoined Engro Foods in 2013 after a two-year gap during which he was associated with social work. It was never an easy journey for Rehman and Engro Foods in a cut-throat market. The company initially had to bear a hit on margins to capture the market, while other competitors made money by raising their price. But, within three years, Olpers raced to second position in the UHT processed milk segment.

Then in the summer of 2009 when the company started selling ice creams under the brand name Omore, incessant power breakdowns threatened to undermine the massive advertising campaign that was carried out to promote it. Difficulties in distributing refrigerators fast enough among retailers also created issues. However, the company was able to overcome those challenges. ♦