

# IFTECH Food+Bev Tec concluded on a positive note

The 10<sup>th</sup> Edition of the International Food Processing Packaging Exhibition was held on 5-7 September 2013 at Lahore Expo Center. Organized jointly by Pegasus, the event attracted more 120 exhibitors of which local participation was 37% while the rest of the 63% were international exhibitors from 25 countries including China, Germany, Italy, Spain, Turkey, UAE and Saudi Arabia. The show offered latest material and machinery for various manufacturing and processing industries along with food ingredients and chemical products.

The show organizers reported that more than 7500 visitors came to this exhibition from different cities of Pakistan including Lahore, Karachi, Islamabad, Gujranwala, Rawalpindi and Islamabad.

Managing Director Pegasus Consultancy Mr. Aamer Khanzada said, "We are proud of the fact that IFTECH Pakistan has now become the annual B2B gathering of food processing packaging technology leaders in Pakistan, which is the 8<sup>th</sup> biggest consumer market in the world, and the food processing packaging industry is one of the largest and fastest growing sectors of our economy."

Chaudhary Muhammad Shafique the Chief Guest at the opening ceremony said, "the government will encourage foreign direct investment in the province."

"We will facilitate the local as well as foreign investors to invest more in Punjab



and will provide all the required facilities," he elaborated, while addressing the inauguration Ceremony.

"There should be more exhibitions of such calibre in the country to promote trade and industry and also to project the positive image of Pakistan as all international exhibitors will take good image back home," he concluded.

Mrs. Nasreen Ali, Director General Board of Investment, (BOI), while addressing the occasion, highlighted the role of the organisers, in attracting a huge foreign participation, "We are planning different projects with them throughout the country."

President, Lahore Chamber of Commerce, Mr. Farooq Iftikhar, said that, "Plastic & Packaging industry in Pakistan has shown a tremendous growth, exhibitions of such kind will encourage more investment in this progressing industry."

"Punjab contributes almost 60% of the total GDP" he mentioned the fact and requested that the Government of Punjab should encourage and facilitate more of such kind of exhibitions at the Expo Center.

Managing Director Pegasus Consultancy Mr. Aamer Khanzada in his welcome remarks said that 120 Exhibitors from 25 countries are displaying their

products and state of the art technology at the fair. He mentioned that, "The current FDI in petrochemicals is standing at USD 16.5 million. The plastic raw material import bill of Pakistan is touching USD 1.5 Billion. In this context, Plasti & Pack is the advantageous B2B show in Pakistan helping in reaching out to preferred buying audience."

He added, "We are proud of the fact that IFTECH- Pakistan has now become the biggest annual B2B gathering of food processing packaging technology leaders in Pakistan which is the 8<sup>th</sup> biggest consumer market in the world, and the food processing packaging industry is one of the largest and fastest growing sectors of our economy," he concluded in his welcome address.

The event is actively supported by Board of Investment Government of Pakistan, Engineering Development Board, Pakistan Agricultural Research Council, Pakistan Council of Scientific & Industrial Research, Pakistan Dairy Association, Pakistan Food Association, All Pakistan Fruit & Vegetable Exporters, Importers and Merchants Association, Chefs Association of Pakistan and College of Tourism & Hotel Management. The show attracted high profile audience including numerous business delegations, counsel generals and buyers. ♦





## Mr. Aamer Khanzada, Managing Director, Pegasus Consultancy Pvt. Ltd. speaks about the value-addition

technologies, equipment, dairy products equipment and packaging technology.

Technology of over USD 125,000 Million is displayed at IFTECH 2013. The products and machinery portfolio ranges from countries like Japan, Italy, China and France.

During the last few exhibitions by Pegasus, I noticed that plastic sector, has shown more more potential in Pakistan. These manufacturers export to the SAARC countries and this has really benefited the local industry in introducing their local packaging and local bakery products, food processing machinery on a domestic level.

Pakistan has the 8<sup>th</sup> largest consumer base in the world. There is huge potential, as we are moving more and more into plastic and packaging markets. Consumer preferences have globally evolved towards more convenience, nutrition, taste and food safety.

Therefore, in order to identify and meet the needs of customers, our brand owners and food and beverages producers are now facing multiple challenges. Examples include, compliance issues and adoption of advanced food processing packaging technologies to enhance their manufacturing value chain.

In order to offer enhanced value of their products and to maintain a profitably sustained business with controlled and cost efficient business operations, these manufacturers are now exploring new avenues and packaging technologies. Today a simple packaging is transformed into smart and now intelligent packaging with high barrier properties and the consumer is more responsive towards nutritional, sensory and functional qualities of the products.

Research and constant developments are the key driving forces behind latest upgradation in traditional thermal and upcoming non-thermal food processing techniques. Our exports figures are grow-

ing on an average of about 18%, which is directly showing that our products are being marketed as per global health standards.

I am happy to note that our products are now accepted globally and our domestic food market is growing remarkably. We have high expectations from the exhibition, PEPSI for example is setting up their food manufacturing in Pakistan and I expect many new ventures after our exhibition.

A packaging forum has been organized first time and experts from Middle East will present their technological innovations. Among the local speakers, an expert from Engro Foods will share their best practice experiences at the Packaging Forum.

The Annual Packaging Forum is another opportunity for the local and newly growing market segments to gain exposure from their experiences.

Plastic batch manufacturer like Borouge is also present, because there is remarkable shift in bio degradable products. Biodegradable is newly introduced concept in Pakistan for environmental benefit.

In November 2012, the organizers have "earned the 'UFI Approved Event' quality label for IFTECH Food + Bev Tec Pakistan as certification of the highest level of professional exhibition standards" (UFI the Global Association of the Exhibition Industry).

Food + Hospitality Pakistan 2013 will go strength to strength with 10th Edition of Iftech Food + Bev Tec completing the full circle of services on display under one roof starting right from raw material to processing packaging machinery to food & beverage finished products. The event has now become a major trading platform for Pakistani and international food producers, importers, exporters and hospitality equipment suppliers. ♦

According to Aamer Khanzada, managing director, Pegasus Consultancy (PVT) Limited, "We have listed 120 exhibitors this year from 25 countries, which are represented or at least present in Pakistan. This year we have a diversified list of exhibitors. It is second year of hospitality, food and we are now encouraging ingredients industry. Hospitality is the backbone of our market. Nowadays, eating out is entertainment for the people of Pakistan."

He added, "On 5<sup>th</sup> September, COTHAM College of Tourism and Hotel Management based in Lahore along with Chef's Association of Pakistan organized a competition of culinary delights, which covered the hospitality sector of Pakistan. Salad and Sandwich competition was won by Team Kiwi consists of Shajee Nasir and Uzma Shumail, whereas Onion cutting competition was won by Mian Muhammad Mohsin Hassan and Carrot cutting competition was won by Riffat Majeed."

He added that events like culinary competition adds more prestige to our portfolio this year. Apart from that we have good Chinese and Italian presence in machinery and technology sector.

We have a larger number of technology display such as slaughtering house

## Exhibitors at IFTECH 2013

### Al-Abd Corporation

Al-Abd Corporation established in 1973 as a trading company and an indenting house dealing in flexible packaging materials for the food and pharmaceutical industries. The growth of these two segments resulted in diversification and expansion of their scope of supply. Today, Al-Abd offer specialized services to not only the food and pharmaceutical industries, but to the printing and converting industries.



Tanveer Ahmed, Director while talking to PFJ team at IFTECH said, "Our principals from Europe as well as China are well established enterprises with an extensive experience in their respective fields. We as a representative are well placed to serve both large and small scale customers in Pakistan. In order to accommodate the growing business in Punjab, we started a branch office in Lahore to cater to the needs of customers located in the central and northern Pakistan."

### Azhar & Co

Azhar & Co. is a professionally managed company active in this sector for the past 20 years. Mr. Imran Ahmad from Azhar & Co said, "Azhar and Co consists of a forward looking management team, which represents leading manufacturing companies from Korea, France, Greece, Italy and Germany. Our company is a strategic business partner for the supply of machines and equipment for dairy, beverage, pharmaceutical, chemical, cement, power generation and energy sectors, adding pharmaceutical, chemical, cement, power generation and allied industries."



### Alpha Penta (Pvt) Ltd

Alpha Penta is engaged in sales of complete plants, machines, equipments and process technologies for various sectors of agriculture, food, beverage, poultry, livestock and dairy industries. They also deal in the field of food processing equipments, developing procedures giving consultancies about the food process development and hygiene. They aim to support their customers with quality products and to develop a relationship of mutual benefit which in turn helps their brand and the market in general.

He added, "We facilitate early development for newly discovered markets and are known in Pakistan as we create value addition for customers. The company is also aiming at fast-track development of its current and future projects at an aggressive pace without compromising quality."

#### Principals

- ❖ JEC PUMPS is a leading Korean brand of pumps with EHEDG & 3A certifications.
- ❖ EUROBINOX from France is the sole distributor of world's leading brand in Food Grade SS Pipes and fittings, also having EHEDG & 3A certifications.
- ❖ MILKPLAN from Greece is specialized in manufacturing of Milk Chillers, Milking Parlor and Mobile Milking Machines.



- ❖ PIETRIBIASI a well-known company from Italy is specialized in manufacturing of complete plant for Dairy and Beverage industries.
- ❖ MCD from France is one of the largest plate heat exchanger gaskets manufacturers in Europe and supply gaskets for all type of PHE. The annual capacity will be over one million gaskets by the end of the year.
- ❖ AVE is a leading Italian brand specializing in manufacturing a wide range of bottling machinery for beverages, fruit juices, water, milk and dairy products, vegetable and olive oil, hot sauces and all liquid food products. The range includes bottling (rinsers / sterilizers, fillers, cappers, abelers) packaging (for cartons, crates and thermo shrink packages) engineering for turnkey projects. There is no liquid or fluid that we have not successfully controlled, or container we have not filled, capped or packed.
- ❖ ECONOPAK from Germany are specialized in design, development and manufacturing of comprehensive and customized packaging machines and lines for the food and non-food sector.

## Ambassador

Muhammad Riaz, Marketing Manager, Ambassador said, Ambassador was established in 1965 in kitchen appliances and subsequently moved to provide a complete commercial kitchen to small to large projects. We export to different countries like Dubai, UK and Thailand. We fulfill the specifications and requirements of our customers and are known for the quality of steel. All our products are 100% locally manufactured. Hospitality is a fast growing profession and it is obvious that better equipped commercial kitchens will be able to produce high quality and more quantity. That's why professionals and large industries are investing in their own restaurants these days.

We are the sponsors of the cooking competition by COTHM. We have provided completely electric range for this competition that are specially made for this competition, as there is a restriction on using gas burners in the Lahore Expo Centre.

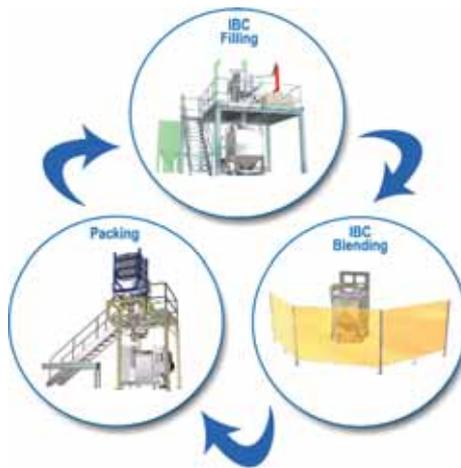
We have our manufacturing facility in Lahore while we have kitchens all over the country. In Karachi we have several projects including the kitchen in Lal Qila. We also represent companies which are providing solutions for restaurants and the catering industry. They are our partners and we provide complete solutions for them. Some of our clients prefer imported equipment and we provide it to them according to their requirements.

## Matcon IBC Solutions: Perfectly suited to the diverse Pakistani Food Market

Matcon is a global leader in providing systems for handling dry solids based around portable containers (Intermediate Bulk Containers or IBCs) for batch powder processes. Our main business philosophy is to help our customers reap the benefits of Make to Order Production and Eliminating Waste. Our solutions are designed for production environments required to cope with varying order sizes and widening product portfolios.



We promote the use of a Matcon IBC System to separate (decouple) various process steps. This allows for processes to be reliably performed simultaneously instead of sequentially, which can increase production capabilities. We call this approach "Parallel Processing" and our customers use this approach to reduce inventory; synchronize process cycle time; maximize capacity and flexibility; optimize utilization of equipment and labor; in essence, they revolutionize how they manufacture products.



The decision for Matcon to participate in IFTECH was an easy one. The 2012 show in 2012 revealed to us how attitudes towards production are changing in Pakistan. Even though our technology is an entirely new concept for the Pakistani market, the way in which people understood the benefits they could gain from a Matcon system was great to see.

The show in 2013 was even better. We met with forward thinking CEOs and general managers who appreciated how the

Pakistani food market is changing direction. Customers are demanding a bigger variety of products. Whether you produce spices, soups, noodles or any other food product which utilises powders, you will know the problems caused by recipe changes. These include stopping the entire production process to clean the traditional large fixed mixers and the vacuum conveying lines/screw conveying systems. Unfortunately, too many companies work overtime and on weekends to clean their fixed systems. They hire additional labour to carry out these tasks as they cannot risk having cross-contamination between recipes. This is valuable time and labour, which we believe should be used for production, not cleaning. Matcon's IBC-based systems allow you to produce any recipe at any time without the need to clean between recipe changes.

We have now initiated some very interesting projects following our participation in IFTECH 2013. The Pakistani companies we are developing projects with have realised how readily Matcon can provide them with all the benefits mentioned in this article so that they can best serve Pakistan's ever increasing customer base. ♦



## COTHM

The College of Tourism & Hotel Management (COTHM) is the leading hotel school of Pakistan committed to upholding standards of excellence in hospitality, culinary arts, travel and tourism management education and training in Pakistan. In addition to the management level programs of study, COTHM also encompasses a wide range of hospitality skills training programs of the technical and vocational education and training (TVET) Stram.

Waqar Hussain President Chef Association of Pakistan says, "the culinary competition at IFTECH exhibition is a joint team effort of COTHM and Chefs Association of Pakistan (CAP). We both joined hands as our activities are interconnected. The CAP deals with the finished products, which are the qualified chefs. While COTHM is developing chefs, who ultimately become part of the team. We also have another category for CAP corporate members in which food related companies or anyone related to food can be the member of Chef Association of Pakistan."

He added, "this event is also a meeting place for professional in our trade and therefore, at for next time, the organizers should encourage hotels such as AVARI, PC, Sheraton and Marriot to participate at the competition. They can also compete and excel and generate awareness regarding this profession."



He said, "the professionals from our association are now leading this industry, as we started from very humble beginnings and those of us who have been involved in this project are committed and devoted even today."

He also elaborated. "We take the both boys and girls in our program from grassroot levels starting from intermediate education and provide them diplomas and certificates. In my opinion, these students should strive to be entrepreneurs, as we teach them not only to go to market to seek a job, but also start their own business. As parents we have not made our new generation independent, and therefore, at COTHM, we tell them set up small units and become entrepreneurs."

Ambassador at this exhibition has made a significant contribution by providing electric stoves, as expo centre does not allow gas stoves. The industrial and commercial kitchens must convert to electrical solutions from natural gas that is increasingly scarce in our country.



## Dynamic Equipment And Controls Pvt. Ltd

Dynamic Equipment and Controls (Pvt) Ltd is one of the companies of a highly diversified and progressive group engaged in the business of sale and service of equipment in the sectors of air compression, construction, food and beverages, dairy, power generation and supply chain management.

Mr Imran Aziz said, "We are an equipment supplier company and our major business is related to the food industry. Other industries, where we are active include personal health care, plastic, textile industry, power generation and sanitary equipment."



He explained, "In the food industry we are involved in beverages, dairy and poultry. In beverages sector we can provide complete dairy factory, complete back process, and complete beverage filling lines as well as dissolving systems. Our clients include Pepsi and Coca Cola and Gourmet. All their factories are running with our refrigeration systems. We have filling lines with Pepsi and Coca Cola as well as blow molding machines with Nestle and Akbar Industries."

While talking about sairy sector, he said, "Almost 70% of the milk processing is done on our machines, some of our clients are Nestle, Engro and Pakola. Nestle and Engro constitute 70% of the market and they are our loyal customers."

"Similarly in the poultry sector we enjoy 50% share in further processing of the meat. Once the meat is prepared, we make patties and kebabs. We can also do

freezing and portioning of the meat. In the poultry K&N, Menu and PK Meat are our customers. I happy to announce that PK Meat is our complete project. Most of the poultry processing units in Pakistan are running on our refrigeration, except Sabir and Big Bird. Furthermore, the dairy, beverages, Ice-cream, poultry and fishery industries also rely on our refrigeration systems. Alhamdulillah with the blessing of Allah we have grown our operations significantly in last 15 years to a group of 8 companies under the umbrella of Dynamic Group.”

### D & R Industries

D & R Industries is the exporter and manufacturer of various kinds of food machinery and high quality package machinery.

In the packaging and food machinery sector, D&R offers advanced equipment with competitive and economical efficiency, and turn-key projects. They provide the design, production, and assembly of small and medium food and beverage lines in accordance with the customer's specific demands.

### Food Links International

Food links International has been a pioneer in the industry of food colors, flavors and ingredients since 2007. The CEO, Mr. Shahid Huda holds an extensive experience in this sector.

He has been associated with food and pharma sector since 2001. It is this experience and good business relations that led him to realize his vision of establishing one of the renowned businesses in the food sector.



### Mr. Amir Sotoudeh, M.D, MULTIVAC Middle East addressed Annual Packaging Forum 2013

The Annual Packaging Forum took place on 7<sup>th</sup> September 2013. The theme of the seminar was “smart packaging converting products into brands”. Annual Packaging Forum proved to be a unique learning experience for the attendees as they discussed new ideas and emerging trends of packaging face to face with the high profile industry professionals.



Multivac is a German company and one of the largest packaging solution providers for the food industry in the world. Active in this market segment for more than 52 years it is a German company with a strong global presence. Since 2006 the Dubai office of Multivac is looking after our customers in the region.

Mr. Amir Sotoudeh said that we believe that being close to the customers to meet their needs is the key to success. We have been very active in Pakistan market since last year. That is why we have opened an office in Pakistan to deliver the right solution to our customers as we see a big potential due to a large agricultural production. We believe that with the right packaging solutions in their hands they can create much more added value to serve the local market as well as to serve the export market also.

We recently supplied a solution for the dairy sector which we believe is a developed sector in Pakistan and it is the right time for them to concentrate more on packaging. I believe that the growth of this important sector in Pakistan is due to the right choices of packaging they have made in the past.

The meat sector is another very promising segment of the food business in Pakistan. There are many meat projects which are going to be in operation soon in Pakistan. To ensure that they can deliver their products with maximum shelf life under hygienic conditions to their final consumers Multivac can provide them with the ideal solutions. The third segment I would like to emphasize is the agricultural sector particularly mangoes and dates. There is a large production of mangoes and dates in Pakistan which with the right packaging can be exported out of Pakistan. There are several countries in this region for example that export hygienically packed dates all around the world while this is currently not happening in Pakistan. I strongly believe that local farmers and producers can benefit a lot from the right packaging and can explore new markets.

Safe food is what everyone is concerned about. A large amount of food is wasted due to poor handling and packaging and this is something that Pakistani producers should be most concerned about in order to avoid the wastage and also to increase their productivity and profitability. Longer shelf life due to proper packaging and better logistics will save cost and eventually contribute towards alleviation of hunger. Pakistan is a big country with a large population. There is a demand for new products and convenience in smaller portions. Smaller portions of meats and fruits are now available in the supermarkets. Traditionally the quality of meat at the local butcher depended upon the size of the portion purchased. Now the smaller portions which are both economical and hygienically packed will be more and more in demand in the future.

I believe that like India, Pakistan can expand in the Cheese sector which can be made available in different packaging. Cheese is now part of the food basket in many countries and you can have it in different tastes for different customers. You can see more and more cheese snacks for school and kids because it contains high calcium and it's very healthy. You can give similar cheese bars to school going children in Pakistan. In short there is a great potential for hygienically packaged and processed food in Pakistan. ♦



### REDA SPA

REDA SPA is operating since 1983, as one of the leading companies in design, development and manufacturing of high quality equipment, machineries and plants for liquid food industry. Reda company is able to offer a wide range of products and services such as turn-key projects, complete lines and process systems, single machineries and equipments. Reda offers UHT plants, pasteurizers, separators and clarifiers, standardizes concentrators and membrane filtration systems for the dairy industry and fruit juice companies. ♦

### Cool Point (Pvt) Ltd

Cool Point (Pvt.) Ltd. is active in manufacture and sale of customized and standard HVAC/R equipment in Pakistan. It caters to the increasing demand of industrial AC and refrigeration systems for industry. The company serves high-tech manufacturers, hospitals, pharmaceuticals, malls, food & beverages suppliers, among many others.

### Dastgir Engineering Co

Dastgir Engineering was established in 1988. It offers a broad range of Commercial Kitchen Equipments along with planning, design CAD layouts, LPG Gas Pipeline Systems, exhaust systems and facilitates maintenance and services.



### Freixenet

Freixenet is a Cava producer in Spain, located west of Barcelona in Catalonia. Cava is a sparkling wine produced in Spain. FREIXENET are one of the oldest grape beverage producers in Spain. Among their wide range of products they have developed several non-alcoholic grape juice beverages. All of them are Halal Certified, and their brand LEGERO 0, is presented in three different versions: Sparkling Juice, White Grape Juice and Red Grape Juice.

### Naseem Traders International

NTI is engaged in imports of various veterinary goods and dairy farm equipment. They also deal in cheese and yogurt manufacturing equipment, manufactured by Magnabosco, Italy. Naseem Traders International is the sole representative of Magnabosco in Pakistan.

### Kronen

KRONEN is one of the leading suppliers for caterers and convenience, delicatessen and food industries. Their strength lies in fruit, vegetable- and salad processing and also offers imaginative cutting solutions for meat, fish and poultry.

Industries where crispy salads, fine vegetables or fresh fruits are efficiently and carefully processed, KRONEN preparing, peeling, cutting, washing, spins drying, packing machines and lines are used in various ways.

### Kirloskar JLT

Kirloskar JLT is an India based company is active in Pakistan in five business sectors; namely refrigeration, power, industry, agriculture and construction. It deals in the field of refrigeration through its popular kc series reciprocating compressors- single & two stages. These Compressors as well as Screw Compressor Packages are used for fisheries, cold storages, ice plants beverages, ice-cream, dairy processing, milk and water chilling industries.

### Lima S.A.S.

LIMA was established in 1981 and has specialized in the design, manufacturing and sales of meat-bone separators, (MSM/MDM) deboners and desinewers, corresponding to the highest EU-USA Quality Standards, with the vision of becoming the world leader in this field.

### Maxxam-V International

Maxxam-V International established in 2000 is one of the market leaders in end-of-line packaging; weighing; marking; labeling; food processing and retail management systems.

The company has extended its operations throughout the Kingdom of Saudi Arabia; United Arab Emirates; Pakistan; Canada and United Kingdom.



## Milky Lab

Milky Lab was established in 1980 and has become a market leader in the design and manufacture of machines and automatic lines for the production of "PASTA FILATA" and "PROCESSED CHEESE". Milky Lab specializes in equipment and lines for pasta filata cheese, analogue and imitation mozzarella, processed cheese and cheese spreads.

## Pakona Engineers (I) Pvt. Ltd

Pakona Engineers commenced its operations in 1983. It deals in flexible packaging machines and their product range includes vertical form fill seal machines for powder and granular products; horizontal form fill seal machines for powder, liquid & granular products; horizontal & vertical cartoning machines for bag in box applications and baler machines for bags in big bag applications.

## Slaughtering S.R.L.

Slaughtering SRL was established in 1992 to satisfy growing need of medium and large sized food industries. It is one of the leading Italian manufacturer and designer of modern slaughter house lines for cattle /sheep /goat abattoirs. It serves the industries in planning, building, installing and maintaining their slaughter lines.

## UM Enterprises

UM Enterprises deals in human health products, food and feed additives, Enzymes, food safety kits, Veterinary medicines, solutions for ethanol industry and animal health veterinary products. It offers innovative, cost effective and quality products in Pakistan. They are one of a leading marketer, importer, indenter and distributor of feed ingredients as well as food safety diagnostic tests in dairy industry.



## Steen F.P.M. International

Steen F.P.M. International established 50 years ago is one of the major manufacturer and supplier of processing equipment for poultry and fish meat processing. Steen also supplies processing machines to the poultry slaughter line manufacturer. It deals in skinning machines for poultry and fish, de boning, mid wing tulip, fillet separators. ♦



### Charlotte Group

Charlotte Group is a global manufacturing and service providing technology driven business solution.

## Bertuzzi presented technologies in food processing

Founded in 1936, Bertuzzi core business has always been innovative technologies for the processing of fruits and vegetables. In particular Bertuzzi designs and supplies equipment, machines and complete plants to transform any type of fruit and vegetable into juices, concentrates, baby food, jams, readymade drinks and in general any fruit/vegetable base products. Bertuzzi has supplied more than 1000 plants all over the world and is staffed by highly qualified food technologists and engineers with extensive experience in the food industry. In January 2010, Bertuzzi has become part of Mazzoni LB, a company of the Sagittario Group.



**Tropical fruits:** Typical applications are the production of purees, juices and concentrates from pineapple, mango, guava, passion fruit, etc. Technologies for "trendy juices" like Acerola, Dragon fruit, Litchi, Noni, Avocado are available.

**Pomegranate:** A very unique Bertuzzi technology is the processing of pomegranate to produce clear concentrated juice. Dedicated equipment and sophisticated technologies for the industrial processing of pomegranate have been supplied all over the world.

**Citrus fruits:** Citrus processing plants and machines to produce freshly squeezed high quality juice (pasteurized and just chilled, Not From Concentrate (NFC) juices and concentrated juices.

**Other fruits:** Typical applications are the production of clear juices of apples, pears and berries as well as single strength and concentrated purees of peaches, apricots, etc.

**Vegetables and Tomatoes:** Final products can be both, natural and / or concentrated purees, juices and pastes.

**Retails juices:** The juice concentrates, purees and single strength juices can be reconstituted, combined, mixed to produce: Nectars ready for the market, chilled juices and smoothies.

**Jams and fruit bases for yoghurt:** Plants and equipment for the production of Jams, fruit bases for yoghurt and bakery fillings.

**Baby food:** Homogenized baby food mainly based on fruits and vegetables according to the most stringent international quality standards.

**Multifruit plants:** Bertuzzi developed a large experience in supplying multifruit processing plants designed in order to maximize yield and quality of each product, so allowing their operation for a longer part of the year. ♦

# Glimpses of IFTECH Food+Bev Tec

