

## Cadbury Dairy Milk - New shape of Joy OOH Campaign Karachi, Pakistan

Recently Cadbury dairy milk has covered whole Karachi with its hottest 3 stars i.e. Dairy



Milk Chocolate, Dairy Milk Fruit & Nut and Dairy Milk Roast Almond. Cadbury has also revealed a new shape of joy for the chocolate bar, more or less like Cadbury

bubbly bar. This particular outdoor campaign consists of billboards, gantries, pole signs and flyover panels covering almost all major areas of Karachi.

## Fauji Fertilizer to enter food processing industry

The Fauji Fertiliser Bin Qasim Limited (FFBL), the only fertilizer complex in the country producing DAP fertilizer and granular urea, plans to make its first venture in the food processing industry.

The company announced that it was considering buying out Noon Pakistan Limited (NOPK) – the listed company engaged in the manufacture and sale of Nurpur brand of dairy products. The acquisition is proposed to be either as subsidiary or associate investment.

Analyst Imran Ahmed Patel at Global Securities commented that NOPK's profitability came under pressure after 2012 because of high input costs that could not be passed on to consumers in the face of teething competition in the dairy segment.

Patel Said, "We believe the likely acquisition of NOPK would be under Fauji Food Limited (FFL), a newly- formed subsidiary of FFBL".

He said that the company had recently acquired long-term loans of Rs10bn out of which Rs5.5bn was used to retire short-term borrowing and the remaining could be utilized for long-

A couple of years back, FFBL management told an analysts briefing about its plans of export-based meat farm business as company geared itself to take advantage of the largely untapped processed and packaged meat export potential of the country.

## Pizza Hut launches world's first subconscious menu

While people are waiting for technology to allow us to down-load food (trust me, people are), Pizza Hut has made things easier for us by launching a menu that helps us order by reading our mind!



Named the "subconscious menu", the menu tracks your eye movements across a whopping 4,896 toppings and selects them for you depending on wherever your eye lingers the most. So within approximately 2.5 seconds, if your eye is hovering at say, chili, olives and cheese, the menu would know before you do what you are planning to order.

While the idea seems a bit far-fetched to work, test reports claim that around 98% of the testers were satisfied with the toppings suggested by the subconscious menu.

For the 2% who aren't happy with the selections, they can always restart and select again. The cutting edge menu, which took 6 months to prepare, is currently being rolled out in revamped Pizza Hut UK outlets with no set plans for USA launch in the near future.

The subconscious menu, developed by the eye-tracking technology giant Tobii, is just the first step towards creating devices that will use eye sensory movements rather than touch interfaces in the future, as claimed by the Peter Tiberg, VP of Tobii Sales in Asia and Europe.

## Nestlé boosts research into cutting-edge maternal nutrition and epigenetics

Nestlé is to intensify its research in the field of epigenetics, the science of how eating behaviors and other environmental factors can affect your genes, health and that of your offspring, for future generations to come.

The company has announced it will contribute CHF 22m to a six-year research partnership with an international alliance of researchers at institutions in Southampton, Auckland and Singapore, who make up the EpiGen Consortium. The jointly-funded

public-private partnership will be one of the largest of its kind.

Nestlé has been collaborating with the Consortium since 2011, studying how the diet and lifestyles of pregnant women influence the activity of their baby's genes and how these subtle epigenetic changes impact the future healthy growth and development of their children.

"This is an important collaboration for Nestlé as it will help to better develop our understanding of the influence of nutrition and genetics at the beginning of life and continue to build our knowledge in this important area," said the company's Chief Technology Officer, Stefan Catsicas.

## Kellogg boosts U.S. cereal line-up with seven delicious, on-trend new offerings

Kellogg Company announced plans for seven new cereals from some of the company's most-beloved U.S. brands.

For people looking for good sources of protein as they manage their weight, Special K® Protein Cinnamon Brown Sugar Crunch cereal provides a unique crunchy shape and 11 grams of protein with ½ cup skim milk.

Special K Gluten Free cereal features delicious multi-grain flakes (corn, sorghum and rice) with a touch of brown sugar.

When a grain sprouts, it releases vital nutrients and enzymes. New Kashi Sprouted Grains Multi-Grain organic cereal is made with 100-percent sprouted grains. Kellogg's® Raisin Bran with Cranberries provides an excellent source of fiber and antioxidant vitamin E, along with a delicious tart and sweet flavor combination and crisp bran flakes.

Loops® Bloopers cereal because it provides a good source of fiber, is made with whole grain, and has 10 grams of sugar per 28 g serving. It also has the fruity taste, and aroma that kids love.

The other two new flavors from Bear Naked® Granola -- Sea Salt Caramel Apple and Coconut Almond Curry -- will awaken the senses and help fuel the most epic adventures. They are great in a bowl with milk or straight from the bag as a snack. These new cereals will begin arriving at grocery retailers in the fourth quarter of this year. ♦