

Editor's Note

Dear readers,

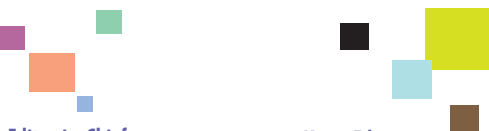
Season's Greetings on behalf of Pakistan Food Journal, for the second edition of 2015. In March - April 2015 edition, we bring to our readers an exclusive report on Sea food and Hazelnut. Pakistani seafood has a significant export potential whereas the Hazelnut is a good source for B1, B2 and B6 vitamins. These vitamins are essential in blood formation and mental health, especially for those of children in development age.

At Fruit Logistica 2015, 65,000 high-level trade visitors from more than 135 countries – 2,785 exhibitors from 83 countries presented a complete market overview of the fresh produce industry.

Gulfood, the world's largest annual food and hospitality trade show came to an end on 12th February 2015. It was inaugurated by His Highness Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai and Minister of Finance and Industry. The 2015 edition of Gulfood marked the 20th anniversary for one of the most important international platforms for the global food trade.

Over 44,000 trade visitors from 136 countries travelled to this year's annual get-together for the organic industry in Nuremberg. BIOFACH, the World's leading Trade Fair for Organic Food, and VIVANESS, the International Trade Fair for Natural Personal Care, once again confirmed that Nuremberg is the meeting place for the organic world.

Amina Baqai
Editor in Chief



Editor-in-Chief
Amina Baqai

Managing Editor / Publisher
Sohail Aziz

Senior Editor / Publisher
Nadeem Mazhar

Hony. Editor
Dr. Noor Ahmad Memon

Media Manager
Shahid Aziz

Layout & Design
Emran Shah



Suite B-4, & B-6, 2nd Floor, 64/21,
Miran M. Shah Road, M.A.C.H.S,
Karachi - Pakistan.

Tel: +92-21-34311674, 34303101

Email: info@foodjournal.pk, Url: foodjournal.pk

Printed at Color Plus, Korangi Karachi.

Available on Gale Factiva and affiliated international databases through Asianet Pakistan.

Contents

Pakistan Food Journal, March - April 2015

Food Briefs National and International4

News and Views6-11

Around the World12-15

Corporate News16

Starbucks Doubleshot Coffee & Protein
Food Panda has acquired Eat Oye!
Nankhatais now in a packet by CBL
Sprite re-launches Sprite LeBron's Mix

SEMINAR

Mango Export Awareness Seminar & Banana tissue culture plants distribution17

EXCLUSIVE ARTICLES

MULTIVAC: Quick Cooking, simple handling and a highquality, tasty product - convenience solutions, are popular with many consumers18

Pakistan's Sea food industry play major source of foreign exchange earnings ...20
by Dr. Noor Ahmed Memon, Professor KASBIT.

Hazelnut: Protecting against heart vein diseases and Cancer24
by Saeeda Habib, Lecturer, KASBIT.

FRUIT LOGISTICA 2015

Record number of trade visitors, exhibitors and innovations26

Exhibitors from Pakistan29



BIOFACH 2015

BIOFACH 2015: The World's leading Trade Fair for Organic Food31

GULFOOD 2015

The world's biggest annual food & hospitality show celebrated its 20th edition ...33

Glimpses of Gulfood 201535

