

CAF News



Cafosa and the Fairs

Seen at All Candy Expo...

Press Clippings

...and much more!

Editorial

Cafosa has been exhibiting at Confectionery Fairs ever since its creation. Our first Interpack was in the early eighties and we have been present at ISM since the very beginning, although we did not have our own stand until the year 2000.

Up until this year, these were "our fairs": ISM once a year and Interpack every three years. Unfortunately, because we cannot attend all the fairs taking place in all the countries that we sell to (more than 70!!!), we have to select just a few. Therefore, we thought that being at ISM and Interpack was, in a way, like being all over the world, because we are visited by customers from all over the world at these

exhibitions.

Early this year, however, we decided to consider two new possibilities: a confectionery fair in the US and an ingredients fair in Japan.

Our sector is very familiar with All Candy Expo and how it has become increasingly important over recent years, so the reason for taking up this challenge needs no explanation.

There is also a good reason for our presence at IFIA, at the stand of our agents in Japan, SC Food: with the Japanese market being so important, particularly for oral care, functional and other medicated gums, how could our All in

Gum (Directly Compressible Powder Gum)



possibly miss this event? So there we were...

So there we were! We are pleased to say that our participation in both fairs has been a great success: so much so, that it was sometimes difficult to photograph the stand because it was so "taken over" by visitors... However, we managed to take some pictures to show the registered members of www.cafosa.com who could not attend. So 'visit us and take a look'...

Mercè Ferrer
Operational Marketing

In this issue...

News from Cafosa

- What's new at the Fairs?

Press Clippings

- 6th annual European Suppliers Roundtable

Last but not least...

- Our customers ask
- On the web

News from Cafosa



Photos of our stand at IFIA



At All Candy Expo...

Our Stand



Some of the new products introduced at the Fair



At the end of May (from 26th to 28th) we attended IFIA ('International Food Ingredients and Additives') in Tokyo, Japan. We had a space in the stand of our Japanese Agents, SC Foods and as you can see from the photographs above, All in Gum (Directly Compressible Powder Gum) aroused considerable interest among visitors.

All Candy Expo was held in Chicago from 8-10 June and our participation was a success here too, although the general opinion among exhibitors was that the

number of visitors was a little lower than in previous years... Once again, compressed products were very important for new launches (hence the interest in All in Gum), but other new products were also exhibited, some aimed at children (such as Skittles Chewing Gum, a brand extension of Mars' popular candies, or Hubba Bubba Max with a very very sour double-berry flavour and an incredible capacity for blowing huge bubbles) and others at adults (Choco'la, a chocolate sugar-free chewing gum with an excellent presentation).



And coming soon...

CONFITEXPO	Guadalajara, Mex. 03-06/08/04
SWEETS CHINA	Shanghai, China 21-24/09/04
SIAL	Paris, France 17-21/10/04
HI EUROPE	Amsterdam, Netherlands 16-18/11/04

Sixth Annual European Suppliers Roundtable

Once again, Candy Industry was pleased to host its annual European Suppliers Roundtable, sitting down with the confectionery industry's who's who amongst equipment and ingredient suppliers. (...)

Amidst concerns about the opportunities and challenges involved with a rapidly emerging Chinese confectionery market, the supplier industry's leading executives and managers expressed their views about first-quarter performances, the new markets in Russia and former CIS countries, excessive legalese in contracts, and the need for innovation.

Candy Industry: In talking to candy companies exhibiting at ISM this past January, two topics continued to surface in almost every conversation: the Chinese, and the currency imbalance between the Euro and the dollar.

Wrigley plans health assault

Wrigley is looking to promote what it says are the health benefits of chewing gum, including stress relief, improved memory and dental health.

The company has assembled a monograph of medical studies, pulling together the results of various strands of research. A company spokesman says: "We would like people to be more aware of the health benefits of chewing gum; it's not about pushing a brand, more about building the category." He would not comment on media reports that Wrigley is planning a public relations campaign on the issue.

Wrigley saw global sales in the first quarter of 2004 of \$814m.

*Candy Industry
May 2004*

*Kennedy's Confection
June 2004*

tween the Euro and the dollar. Are your companies affected by these three and, if so, what actions are you taking to cope with the benefits/drawbacks involved?

Jan Hammink (Caotech): We are now exploring the Chinese market since we have not been there previously. It's a big market and developing very fast, so we think it will be a hot item for us.

Montserrat Cirera (Cafosa): From the ingredients' side Cafosa is also located in China. (...) Our main challenge is that in China many local producers are producing ingredients that do not meet the food safety regulation. (...) Our main concern is that the industry's image and reputation can be damaged even if a small group of Chinese companies continue to produce and sell these non-

regulated ingredients on the market.

CI: How extensive is that?

Montserrat Cirera: We have success in selling added-value products there. But if you are trying to compete with the local products that are of standard quality and low cost, then we have problems because we cannot compete with ingredients that do not fulfil the food safety regulations or good manufacturing practices such as HACCP (Hazard Analysis of Critical Control Points). We just try to apply pressure through lobbying and raising awareness about the importance of using approved material. But this concern isn't just relegated to China; it also concerns the surrounding countries they export to. It is a big issue.

Send your opinions, suggestions or whatever else to

mktbd@cafosa.com

Last but not least...



On the web

<http://www.foodnavigator.com>

This portal contains all the latest news on the food industry: ingredients, suppliers, events, legislation, market reports...

You can also subscribe and receive regular, up-to-date newsletters in your Inbox.

Our customers ask...

I have observed some brown spots in the gum appearing some days after it has been made. The strange thing about it is that it only happens in my grape bubble gum. Is it possible that this flavour is reacting with the gum base?

You are right in thinking that something is reacting with the flavour, but the gum base is not involved. It is actually a compound in the flavour, called methyl anthranilate, which is reacting with the acid in the gum. You should ask your flavour supplier to remove this compound from

the flavour formula. However, bear in mind that this could affect the taste of the bubble gum.



Send your questions to:

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Our customers ask

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