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THE
SENSES



APAC Smoothie Trend

Nov 2010

Content

- Smoothie Market Trend
 - Market Overview
 - Product Trend
 - Flavor Trend

- New concepts Proposals



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What is ‘ Smoothies ’

- Definition

- Hybrid concept
- Ambiguous definition
- Creative formula

- Evolution



APAC Market Overview

- AP Market of Flavored Milk with Fruit Juice
 - China
 - The packaged smoothie products are not popular in some north asia market, however the fresh smoothie or smoothie bars are very popular in APAC
 - The dairy products (both milk base and soy base) added juice seems to be trendy, which they launched as dairy products instead of smoothie
 - Wahaha win 10 billion RMB sale from their Nutrition Express(30% milk & 10% juice)
 - Both beverage and dairy companies aim to this market.
 - The plastic is most common package material for smoothie. But dairy companies normally use the carton package.
 - Health will continue to dominate the market
 - Japan
 - Top 3 brands dominate 15% of the whole market
 1. Piknik (Morinaga Milk)
 2. Koiwai Ichigo (Koiwai Dairy)
 3. Ichigo Au Lait (Glico Dairy)

Smoothies Trends

➤ Convenient products

- Have as a mid-morning snack
- Drinking on-the-go
- Shelf-life stable after UHT

➤ Healthy products

- Healthier image than carbonated soft drinks due to milk & fruit juice
- Fits in a healthy lifestyle
- Extra vitamins/ functional ingredients may be added
- Consumer's search for authenticity

➤ Products to enjoy

- Indulgent drinking due to mouthfeel



Smoothies Trends

Made-to-Order Smoothies

- Prepared on-site (smoothie/ juice bars & restaurants)
- Expansion of smoothie chains
- Increase sales by est. 38% from 2003-2005
- New Products: Breakfast smoothies



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Popular Smoothies Bars – Yogo Juice

低脂肪、高纤维、低热量、强抗氧化，从口感馥郁犹如阳光之吻的果昔（Smoothie），到澄净清新的鲜榨果汁（Juice），从全效天然的营养促进剂（Boosts），到高纤多维的谷物配餐（Quesadilla），优果始终为您提供最纯净天然的健康能量。



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Smoothies Trends

- Non dairy smoothies – Fruit bar formula



UK- Innocent

1 ½ pressed apples, 1 squeezed orange, 1/5 of a mashed banana, 2 strawberries (8%), 4 blackberries (8%), and 2 raspberries

Per 100ml: energy 178kJ/42kcal, 0.4g protein, 9.5g carbohydrate, <0.1g fat, 29mg vitamin C



France –Andros

Andros Fruit Addict Smoothie Ananas Coco is a 100% fruit smoothie made with one slice of pineapple, one orange, one half of a banana and one slice of coconut.
Pineapple-Coconut: pineapple juice and puree (35%), orange juice (30%), banana purée (20%), coconut puree (15%)

Per 100ml: 436kJ/102kcal, 1.4g proteins, 13g carbohydrates

Smoothies Trends

- Non dairy smoothies – Chilled



UK - Marks & Spence

rApple juice, strawberry purée (25%), Scottish raspberry purée (25%), banana purée,

Mango purée 938%), pineapple juice (35%), banana purée, fresh squeezed lime juice (4%),

Finland – Stockman

Pineapple and Lime: pineapple juice (52%) from concentrate, banana purée (25%), apple juice (20%) from concentrate, lime juice (3%) from concentrate



Smoothies Trends

- Milk based smoothies



Danone

Skimmed milk, sugar,
concentrated fruit juice
(apple, pear, peach, apricots)
1.1g protein, 11.6g
carbohydrates



Morocco – Danone

Whole milk, cream, sugar,
mixed fruit, concentrated
fruit juice

Per 100g: protein, 0.9g
fat, 13.3g carbohydrates



Czech – Danone

Milk 48%, water, sugar,
orange juice 56%,

Per 100g:
1,5g protein, 10,9g sugars



Smoothies Trends

- Milk based smoothies



Brazil Batávia

grape juice, skim milk, amino calcium quelate, pectin stabilizer, flavor identical to red and green grapes,
 Per 100g: 7.4g carbohydrates, 1.4g proteins



France Elle & Vire

fruit juice from concentrate 25.8% (orange 12%, banana 6%, strawberry 6.9%), skimmed milk (16.5%),



France – Yabon

Apple and Strawberry: apple (41%), peach (35%), raspberry purée from concentrates (20%),
 Per 100g: 1.1g protein, 15.8g carbohydrate

Smoothies Trends

- Milk based smoothies



Spain - Lidl Supermercado

Water, skimmed milk, orange, carrot, pineapple, maracuja, mango, guayaba, apricot, and papaya juices from concentrate (equivalent to 25% juice),

Per100g: 0.40g protein, 14g carbohydrates



Indonesia :Diamond Cold Storage

Orange: sugar, orange concentrate, milk powder



Spain - Danone

Continuation milk 66%
fruit juice 30%
(grape, orange and banana)

Smoothies Trends

- Milk based smoothies



Argentina-Mastellone Hnos
Apple Juice and Milk Drink is a homogenized and ultra pasteurized drink based on apple juice and low lactose skimmed milk, fortified with calcium and vitamins A, C and D
Per 100g: carbohydrate 3.1g, sugars 2.8g; lactose 0.3g, protein 0.6g



Germany -Molkerei Gropper
Skimmed milk, pineapple juice concentrate, passion fruit concentrate, fructose, apricot juice concentrate, banana pulp, guava pulp, mango pulp concentrate, peach juice concentrate, papaya pulp concentrate,
Per 100g:
1.4g protein, 7.9g carbohydrates

Smoothies Trends

- Fermented Milk & Yoghurt based smoothies



Spain - Pascual

Pach and Mango: semi-skimmed pasteurized yogurt after fermentation (40%), water, sugar, mango juice (2.8%) and peach juice (2.4%)

Per100g: 1.2 protein, 15.5g carbohydrates



Spain

Fermented skimmed milk, water, orange juice from concentrate 5%, inuline 4%



Pascual Bio range of milk drink products has now been relabelled under the brand of Funciona, due to new Spanish legislation by which all products that have "Bio" in their labelling without being organic have to be renamed, as the term "Bio" should only be used for organic food

,skimmed milk, concentrated pineapple juice (equivalent to 30% pineapple juice), coconut (1%)

Per 100g: 0.3g protein, 14.0g carbohydrate

Smoothies Trends

- Fermented Milk & Yoghurt based smoothies



Friesland Foods

fermented milk, multi-fruit juice (3% apple, 1% pear, 0.8% peach, 0.3% apricot, 0.1% grape),
2.5g protein, 14g carbohydrate



Poland Candia

cultured skimmed cow milk,
water, sugar, peach juice
(4%), apricot juice (1%),

Per 100g: 1.8g protein, 11g
carbohydrates



Grace -TMA

A fermented skimmed milk
drink made with 5% fruit
juice
fruit juice from concentrate
(apple, orange, peach,
pear, apricot)

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Smoothies Trends

- Fermented Milk & Yoghurt based smoothies



Netherlands – Emmi

skimmed yogurt (2% fat), mango purée (20%), sugar, stabiliser: pectin; lemon juice concentrate

Per 100ml: energy 366kJ/87kcal, proteins 2.5g, carbohydrates 16g

Japan – Ohayo

A chunky drinking yogurt with freshly picked and frozen satsuma oranges, as well as mangoes, white peaches and bananas. It contains 31% fruit juice and pulp



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Smoothies Trends

- Fermented Milk & Yoghurt based smoothies



Vietnam- Dairy Plus
Yogurt 53%, strawberry juice 15%, sugar 5%, calcium 0.3%, vitamin D



Thailand - Dairy Plus
Yoghurt 53%, blueberry juice 15%, sugar 8%

Breakfast Concept



Marks & Spencer

Banana Breakfast: banana purée, apple juice, whole milk yogurt, oats, fresh squeezed lemon juice

Per 100g: 2.1g protein, 17.7g carbohydrates

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Smoothies Trends

- Soy milk based smoothies



Malaysia -Ace Canning
Mango: water, cane sugar, mango purée, inulin, skim milk powder and soya protein
12.2g carbohydrate of which 11.2g sugar, 1.6g dietary fibre, 4mg sodium



Netherland-Alpro Soja Nederland
Soya light mango: water, fructose, peeled soya beans (45%), fruit juice (1.7% from concentrated fruit juice (mango, pineapple in varying proportions), 2.1g protein, 6.3g carbohydrate



Smoothies Trends

- Whey base
 - Function of whey powder
 - contain amino acids
 - maintain and fix the muscle
 - benefit for digestion
 - prevent cancer
 - protect teeth



Czech Republic -Berglandmilch

Ferment whey 10% (mango, lemon), sweetener, pectin, fructose syrup, concentrate from lemon juice, concentrate from mango

Per 100g: 0.6g protein, 6.6g carbohydrate



Switzerland - Coop

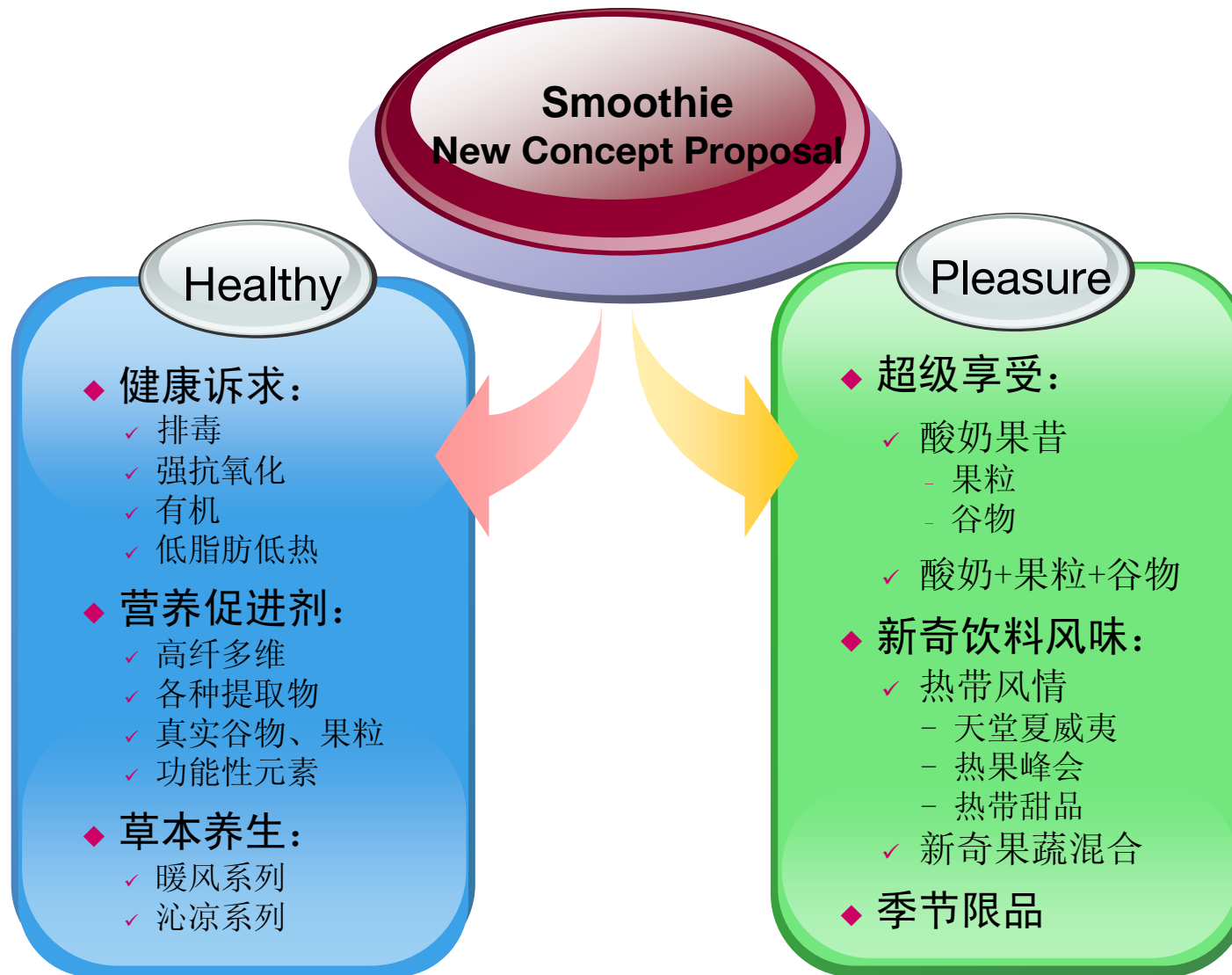
whey, concentrated berry juices from concentrates 5% (elderberry, strawberry, raspberry, blackberry, blueberry), fructose, lemon juice

Per 100g: <1g protein, 6g carbohydrate



Smoothie New Concept Proposal

Smoothie New Concept Proposal



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New concepts Proposal



Nutrition: 10% Juice, 1% protein

Flavour: Red date

养颜红枣 Red Date

- The red date is quite popular both in China and Asia dairy market
- It is well known as a typical chinese health food and is liked most of people
- Now red date is **the most popular flavour** in all the dairy products in 2009



晶瑩石榴 Pink Pomegranate



Contains 5% Juice, 1% protein

Flavour: Pomegranate

- Pomegranate as a kind of healthy **super fruit** is more and more popular in various food categories, especially for **lady drinks**.
- Pomegranate is rich in **antioxidant additive**, and claims that it is **good for skin**. Most of Woman like the fruit.
- Pomegranate (**or with berry**) beverages or dairy drinks taste quite good



Berry Booster 浆果旋风

Sugar	9.00g		
Whole milk powder(NZMP)	4.00g	Blueberry flavour 789-00072-00	60
Blueberry juice conc. YBB-AC001-FAC (Bx.60)(ChiaMeei)	0.83g	Bread Crust per. 851-00088-00	50
Apple juice conc. YAP-AC010-FAC (Bx 71) (ChiaMeei)	0.81g	Milk wash flavor 532-00245-13	20
CMC	0.30g	Cream flavour powder 10665	10
CMC Motol	0.10g		
Citric acid, anhydrous	0.08g		
Malic acid	0.06g		
Lactic acid	0.07g		
Rice YiMi	5.00g		
Givaudan Flavor	...		
Water, add to	100.00g		

Heatment treatment:85C 5min

Protein:1.0%

Juice content:10.0%

Ph4.20

Nature Energy
 •Thick Texture
 •Fusion drink
 •On-the go drink



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Banana Breakfast (soy milk base)

能量香蕉

INGREDIENTS

QTY

Sugar	9.00g	Bread Crust per. 851-00088-00	120
Soy Milk sugar free (Ex.ZhengGuangHe Kingland)	31.00g	Banana flavour 790-00016-04	10
Banana Puree (Ex. Shineroad)	10.0g	Milk wash flavor 532-0052-14	20
Stabilizer ABN3301 (Ex. Cargill)	0.20g	Cream flavour powder 10665	10
Modified Starch 06203 (Ex. Cargill)	0.50g		
Cookie Orieo	1.00g		
Givaudan Flavor	...		
Water, add to	100.00g		

Heatment treatment:115C 1min

Protein:1.0%

Juice content:10.0%

Ph:6.8

Bx.: 13.5+/-0.2

Nature Energy
 •Thick Texture
 •Fusion drink
 •On-the go drink



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