

Kennedy's Confection

a specialist
publication
from Kennedy's

THE WORLD'S LEADING INTERNATIONAL CONFECTIONERY BUSINESS JOURNAL

September 2018

A KENNEDY'S EXCLUSIVE

How has Mzuri Sweets
grown to be
worth \$90m?

See page 14



Also in this issue

24 **The rise of
natural
ingredients**

28 **The LCF
2018 returns!**

Editor and Publisher

Angus Kennedy
 editor@kennedys.co.uk

Assistant Editor

Andrea Pluck
 editor@kennedys.co.uk

Advertisement Manager

Duncan Armstrong
 darmstrong@kennedys.co.uk

Production and Design Manager

Marcus Macaulay
 production@kennedys.co.uk

Subscriptions Manager

Sophie Kennedy
 subs@kennedys.co.uk

Accounts

Enquiries to:
 accounts@kennedys.co.uk



Kennedy's Confection magazine is available by subscription at the following rate for 12 issues:
 UK £99 • Europe £149
 Rest of World £149 • Online £75
 All enquiries to subs@kennedys.co.uk

Published by:
 Kennedy's Publications Ltd,
 Suite 28, 80 Churchill Square
 Kings Hill, West Malling
 Kent, ME19 4YU
 Tel +44 (0) 1732 752090
 Fax +44 (0) 1732 752091
 post@kennedys.co.uk
 www.kennedysconfection.com
 Kennedy's Confection ISSN 1474-3841

Set up in 1890, Kennedy's Confection is the longest-established magazine in the trade and is distributed exclusively worldwide to manufacturers of chocolate, sugar confectionery and bakery products.

Printed by The Manson Group
 Kennedy's Publications Ltd.
 Managing Director: Angus Kennedy
 Registered in England No. 01160274.
 Entire contents © 2018 Kennedy's Publications Ltd.

Material may not be reproduced in any form without the publisher's written approval. For details on reprints and permissions, contact the director of Kennedy's



The London Chocolate Forum countdown begins!

Kennedy's are the first with exclusive content and this month is no exception, as Kennedy's travels across the globe to provide a unique September issue.

Following a tediously long 17-hour journey to Kenya, I was able to meet up with Mzuri Sweets Director Ashish Shah, (who is also a massive fan of Kennedy's Confection!). I got to spend the day exploring its impressively large production facility and find out how the company has managed to grow to be worth \$90m. After witnessing the vibrant culture of the country and seeing Mzuri Sweets in action, travelling the long distance was definitely worth it. Visit page 14 for the Kennedy's exclusive.

The countdown is on for the annual London Chocolate Forum, which is being sponsored by Barry Callebaut, Cargill Cocoa & Chocolate, ADM Wild, California Almonds and Ferrero. Due to take place on the 11th October, this year is expected to be the best yet. Kennedy's have been working hard throughout the year to provide insights from industry leaders, and it has definitely paid off. From a 1-2-1 interview with Kennedy's Editor Angus Kennedy and HRM Oba Dokun Thompson, King of Eti-Oni, Nigeria. Angus has spared some time to meet as many attendees as possible, following the release of his book – Bittersweet! – which was very successful in America. (Although he may not speak to those that haven't read his fascinating book!). Visit page 28 for the highlights.

This month, Tangerine Confectionery has faced significant change after being sold to Valeo Foods Group and one of the oldest confectionery companies in the US, Necco Candy, is set to go to auction. Visit page 5 for a round-up of this month's news.

With manufacturers feeling the pressure to create healthier products, Kennedy's has also taken a look at some of the more natural ingredients becoming more popular in the market. On Page 24, Kennedy's takes a look at the future of natural ingredients, hearing from Ragus Sugars, Kanegrade and HB Natural Ingredients.

Kennedy's will be finishing the issue off with a look at what's been going on this month. From a new packaging and chocolate division set to impact Italy, cereal bar production solutions from Bühler, to Theegarten showing off its latest packaging machine, the EK4 in Dubai. Visit page 38 for more.

So, enjoy this exclusive issue and all the team at Kennedy's hope to see you at The Crystal in London for the LCF 2018. And don't worry if you haven't registered just yet. There is still time! For more information visit www.londonchocolateforum.com/register. See you at LCF!

Andrea Pluck

Assistant Editor

The rise of natural ingredients

As many parts of the world strive to become healthier, there has been a lot of focus on the ingredients used in the confectionery sector. Kennedy's take a look at a future of natural ingredients

A key headline for 2018 has been the UK government's targets to reduce sugar by 20% in products across nine categories, including the confectionery sector. As a result, manufacturers are looking at alternative ways to meet this requirement.

Measures manufacturers have looked into are sugar replacers and more natural ingredients. But what is the best route to take in creating healthier products? Kennedy's explores.

Natural VS refined sugars

Ragus, a leading supplier in the production of natural sugars, syrups and treacles, states that sugar, in its many varied forms, is simply a carbohydrate that your body converts into glucose to use as energy.

Naturally occurring sugars derived from sugar cane, beets, fruits, vegetables and honey come in the form of sucrose, dextrose, fructose and glucose. Lactose sugar is found in dairy products. "Natural sugars are simply sugars that are found naturally without processing!" says Ben Eastick, Director at Ragus.

Refined or milled sugars comes from sugar cane or sugar beet, which is still a naturally grown plant, but the sugars are extracted from the stalks of the sugar cane or the centre of the beets to form sucrose, which is a combination of dextrose, fructose and glucose.

Sugar cane is crushed at a sugar mill and the extracted juice is boiled, evaporated and spun under centrifuge to separate the crystal from the adhering film of molasses which is rich in colour, minerals and vitamins. This milled raw cane sugar is spun several times to extract more molasses creating lighter crystalline raw sugars. The lightest of these sugars is then exported to white sugar refineries to be melted and re-spun and filtered to produce white refined sugar.

Sugar beet is sliced and diffused, evaporated and spun under centrifuge to separate the crystal from the adhering film of molasses which is rich in colour, minerals and vitamins. The remaining crystal is pale in colour and filtered to produce white refined sugar. Both milled and refined sugars are 50% fructose and 50% glucose, also known as Dextrose, and they are chemically the same.

These raw cane sugars, molasses and refined white sugars are used to create various types of sugar syrups that can be up to 40% sweeter than standard table sugar, enabling an actual reduction in the amount of table sugar needed to sweeten various types of products created by food, drink and pharmaceutical manufacturers.

All these different types of sugars also perform additional

“Natural sugars are simply sugars that are found naturally without processing!”





functions naturally, such as colour and flavour development, bulking, texturising and humectant control, which extends the shelf life of many of many products, all without the need of artificial additives.

Ragus is a leading supplier in the production of brown sugars, syrups and treacles for major food, drink and pharmaceutical companies. Its customised sugar formulations are developed from ethically sourced raw materials and are expertly transformed into high quality functional ingredients used by major food and drink suppliers worldwide. Ragus provide clients with pure sugars for taste, texture and appearance for their consumer products.

Stevia Extract

Moving over to sweeteners, which are one of the main ingredients that are rising as a sugar replacement, HB Natural Ingredients explains the latest on natural sweetening options in confectionery production.

A plant-based ingredient that's been used for 1,500 years as a natural sweetener by indigenous peoples in South America is expanding globally, according to HB Natural Ingredients.

It's called stevia rebaudiana, but it is known simply as stevia. The glycosides that give stevia its sweet taste are stevioside and rebaudioside, and are 250–300 times sweeter than sucrose (ordinary table sugar), heat stable, pH stable, and non-fermentable.

Science and technology advancements have greatly improved the ability to extract from the stevia leaf, providing product manufacturers with an "excellent natural sweetening choice", says HB. In turn, that enables them to meet an enduring and growing consumer goal – great taste with as few calories as possible, the company goes on to say.

Stevia continues to be on trend for consumers who want to better manage and/or improve their nutritional intake. According to the 2018 Food and Health Survey (International Food Information Council Foundation), 77% of American consumers are trying to limit sugars in their diet.

"Consumers are increasingly becoming their own personal nutrition managers and at the same time they do not want to compromise taste," explains Mauricio Bacigaluppo, VP Global Sales and Marketing at natural ingredients manufacturer HB Natural Ingredients. "That's why we expect the demand for low calorie or no calorie products to continue."

The desire to reduce sugar presents both challenges and opportunities for confectionery producers. For example, the IFIC survey found that nearly half of consumers report that candy is the food or beverage they most often eliminate to reduce the amount of sugars they consume. Adjusting product formulation to use stevia instead of sugar is one option to address the underlying calorie reduction motivation driving such consumer behavior.

According to Bacigaluppo, stevia is an excellent sweetening solution for use in gum, chocolate and candy applications. HB Natural Ingredients provides product makers with a range of stevia ingredients that help achieve desired taste at an affordable cost. One example is the highly purified Vitosa™ Rebaudioside D, which is extracted directly from the stevia leaf and purified in a state-of-the-art facility.

HB Natural Ingredients grows and cultivates stevia leaf varieties that boost the content of Reb D, which means that confectionery producers have one of the most cost-effective solutions. It's a result of applying science and technology and leveraging a unique supply chain that meets the requirements of global FMCG companies.

The level of supply chain control and corresponding impact on finished ingredient quality and performance is an important decision-making variable for purchasing teams. For example, HB Natural Ingredients controls all phases of its supply chain in an environmentally responsible manner. For stevia, this includes three main components: proprietary farming network; science-based agronomy; and end-user focused manufacturing.

The importance of this integrated, sustainable supply



chain, notes Bacigaluppo, is “the ability to offer superior benefits to consumer product makers, specifically quality, transparency, performance and confidence. They can count on consistent product quality from batch-to-batch, and a superior taste profile that delivers the product experience consumers demand,” he adds.

Other stevia products that can be considered for confectionery use include Rebaudioside A, B and C as well as stevioside. HB Natural Ingredients can work with technical product teams to develop optimised formulations that meet marketing objectives. In addition, the company has near-term launch plans for next-generation, modified stevia extracts. These products are expected to deliver better sweetness, such as a more rounded and “less bitter” taste, and enhance flavour-modifying properties.

When sugar or calorie reduction is not the number one objective, licorice root extracts are a good option. These natural ingredients can provide sweetening or flavoring in chewing gum and hard and soft candies. HB Natural Ingredients offers a range of licorice root extracts that can be used in confectionery applications such as DGLE (De-Glycyrrhizic Licorice Extract) and MAG (Mono Ammonium Glycyrrhizinate).

Colours and flavours

Kanegrade is another example of a company that has recognised consumers are making critical choices in going towards “natural ingredients” in the food and drink they consume.

The confectionery market has seen a rise in consumption and the demand for more unique products has seen a huge rise in new products being introduced on to the market.

As a result, Kanegrade has launched its KANE BERRY® trademark to promote its extensive natural colours range. Natural colours are believed to be a healthy substitute to artificial colours and one of the company’s specialties is to provide advice, technical implementation and supply natural colours for confectionery and other food and beverage products.

Kanegrade can also offer Extracts with no E numbers and include extracts from vegetable origin & vegetable blends.

In addition, Kanegrade has an exciting and extensive list of flavours for use in confectionery products which are available as liquid or powder, natural or nature identical.

The company also provides compounds which consist of colour, flavour, and preservative. The customer only has to add water and sugar to make a ready to drink product. These range from 10%-40% juice in the final ready to drink product. Examples of these are; Mixed fruit (Vimto Type), Fanta Type, Coca-Cola type, Pepsi type, Fanta type, Severn-up type, Red bull type and many more.



Kanegrade can also offer Extracts with no E numbers and include extracts from vegetable origin & vegetable blends.

These colours and flavours have been created by its experienced development team who work closely with its clients to create innovative bespoke ranges designed especially for customers’ new product launches. The company works with its customers on factors such as pH, dosage level, processing temperature and light exposure to recommend the correct ingredients and achieve the desired colours and flavours in the finished product.

Kanegrade is also able to offer other products used in confectionery which can be developed by our technical team within its onsite laboratory.

Kanegrade’s geographic reach is global and its company are supplying its colours and flavours to clients in over 100 countries worldwide, ranging from multi-national corporations to small niche manufacturers.