

# CAF News



Our Stand at ISM 2002

**Freshhh Gum** : A new sensation

Getting ready for Interpack

Press Clippings

...and much more!

# Editorial

## A New Year

Dear Sirs:

This is a specially intense year. We have just finished ISM and in less than three months we'll be at Interpack.

And our Department, which the first half of 2001 was redefined as 'Marketing and Business Development', must face other important challenges apart from organising fairs.

However, our first aim remains the same: offering our customers that 'something more' which only Cafosa can offer.

And fairs are a good way to know what is such 'something more' about: a place to meet our cus-

tomers and to know what their expectations are.

Fortunately, we have much more ways of communicating to our customers. Some of them are 'traditional' (phone calls, faxes, personal visits...) which we have been using over 20 years. Some others, for instance this website, belong to the state-of-the-art technology and we are just improving them to go further.

So in this issue of Caf-News, you'll find, for example, the first question received at 'Our Customers Ask'. Of course it is not the first time we

receive a question from a customer.



However, it is special because it is the first time that someone sends a query to be published and that might be helpful to other people.

So in the end this interaction that we are trying to implement is starting to be fruitful for all of us.

We hope this is just the beginning!

Montserrat Cirera  
Marketing & BD Director

### In this issue...

#### News from Cafosa

**Fresh Gum**  
Interpack

#### Press Clippings

Richardson handles Colombina  
Nestlé expands in Russia

#### Last but not least...

Our customers ask  
On the web

# News from Cafosa

## Freshhh Gum

### Are you ready for a new sensation?



**Freshhh Gum** is our newest product. It was introduced at the ISM, so we could say it is 'newly-baked'.

It is a new gum base which provides a product that goes beyond the latest trends in chewing gum for the adult market.

**Freshhh Gum** is ideal for producing dragees with a 100% xylitol formula (refreshing effect, oral care benefits...) and has been formulated with innovative ingredients that add some other interesting characteristics.

To prevent forgetting any of them due to the lack of space, provided you have not done it yet the best solution may be asking us for the new leaflet\* we have just issued plus some samples of the finished product obtained using **Freshhh Gum**

It is the best way to understand such 'new sensation'.

*\*you can also take a look at it in our website, on the Meeting Point!*

## Next appointment: Interpack

And now that ISM has just finished, everybody is thinking about Interpack.

The fair, that will be held at Düsseldorf from April 24th to 30th is the most important in the world for packaging and confectionery equipment.

For us it is also very important since most of our customers are

usual visitors of the fair so we have the chance to meet them there.

Of course, at Interpack we'll be introducing a new product. But if you want to know something about it, you will have to wait until next CafNews issue.

In the meantime, if you want to gather this

information or whatever related to chewing gum, you can of course visit us at our colourful stand, whose design will surely draw your attention:

**Hall 2**

**Aisle A**

**Stand 06**

### And coming soon...

Expo Golosinas	Mexico DF, 13-15/02/02
Alimentaria	Barcelona, 4-8/03/02
Interpack	Düsseldorf, 24-30/04/02
NCA All Candy Expo	Chicago, ILL., 4-6/06/02
IFT Meeting & Expo	Anaheim, CA., 15-19/06/02
NCA Course in Confectionery Technology	Madison, WIS., 08-19/07/02
IICF	Tehran, 9-13/09/02
ZDS Manufacturing Chewing & Bubble gum	Barcelona, 25-27/09/02

# Press Clippings

**CAFOSA**

## Richardson now handles Colombina

Richardson Brands Co., South Miami, Fla., has announced that it now is the sole sales and marketing agent for Colombina brand candy products in the United States.

Through this alliance, Richardson Brands will be offering Colombina's Starlights, jumbo candy balls, hard candies, pops, chewy candies, marshmallows,

jellies, wafers and chocolates to customers in all classes of trade throughout the United States.

Richardson will be adding Colombina's Candy Depot, Tiger Pops, Bon Bon Bum Gum Filled Pops and Coffee Delight brands to its stable of brands.

*Reproduced with the permission of Confectioner*

## Nestlé expands production in Russia

The Samara, Russia-based production facilities of Nestlé have been expanded. The company hopes to increase its market share of the Russian chocolate market from 23 percent to 24 percent in the year 2002.

Nestlé has opened a new production line with a daily capacity of 16.000 metric tons of chocolate bars at its Rossia factory. In 2001, the company invested R335 million (US\$ 11.14 million) in that facility. Rossia now has a capacity of 80.000 metric tones and Nestlé plans to increase output to 100.000 metric tons eventually.

*Reproduced with the permission of The Manufacturing Confectioner*

## Last but not least...

### Our customers ask...

#### Can I use a candy flavour in a chewing gum?

Candy flavours usually are water-soluble, with propylene glycol as a solvent: as far as the candy is dissolved in the mouth this characteristic is not bad and the flavour keeps while the candy exists.

But chewing gum needs an oil-soluble flavour to get a good softening of the gum base, so the solvent has to be an essential oil or triacetin.

When you use a water-soluble flavour in a chewing gum the flavour gets dissolved with saliva and that makes a harder gum, with small bubbles (when existing) and with a poor lasting of the flavour.



*Send your questions to:*

**CAFOSA GUM S.A.**

**Our customers ask**

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### On the web

<http://www.interpack.de>

Get the most of this fair even before it starts. Look for Cafosa at the Exhibitors list and see the location of our stand on the map, so you will be able to come visit us without wasting a single minute.



<http://www.foodingredientsonline.com>

A marketplace for professionals in the food industry. Information on food ingredients, nutritional supplements, food safety, flavour ingredients, ingredients quality and more.

<http://www.bubblegumclub.com>

A colourful site with a dedicated fan club for everyone who loves the bubble-headed characters created by Carlton Cards.

*Send your opinions, suggests or whatever else to*

**[mktbd@cafosa.com](mailto:mktbd@cafosa.com)**