

CAF News



Ready for ISM

Press Clippings

Our customers ask

...and much more!

Editorial

We are on the threshold of a New Year and, as every January, we are dealing with the last-minute details of our participation in ISM. This year, we have a brand new, bigger stand, which will be located in a different hall to the one we have used in previous years. At our stand, all visitors will be able to see (and try!) our latest novelties. All-in-Gum (our new Directly Compressible Chewing Gum) will, of course, be among them. You'll find more information in the "News from Cafosa" section of this issue.

When we get back to the office, just a few weeks later, there is another event in mid-February that we are also working on: the second

"Manufacturing Technology of Chewing and Bubble Gum" seminar, organised in Barcelona, in conjunction with ZDS.

So, as you can see, we are beginning this new year just as we ended the last one: with projects reaching far beyond gum base supply, because we know that this added value is what earns us the trust of our customers year upon year. And this renewed confidence is the base on which we develop each new idea.

To sum up, this is a new year with new projects and ideas geared towards continually meeting what has been our aim since the Company was founded: customer satisfaction.

I will cite just one figure to show our position:



in the last of the regular surveys we carry out to evaluate the level of this satisfaction, in October, we obtained an overall score of 4,3 out of 5.

This is a good result that will encourage us to work even harder to see it increased during this new year.

Happy New Year to everyone!

Montserrat Cirera
Marketing Director

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News from Cafosa

Everything is ready for the next ISM

Once again, we are taking part in the ISM Exhibition, which will be held in Köln (Germany) from January 26th to 29th.

This year we are in a different Hall than the one in which we used to be, so please note this new location where you will be, as usual, welcome:

Hall 2.1
Aisle H
Stand 39

The image on the right is a prototype of our new stand to give you an initial idea of how will it



look. First and foremost, the picture gives you an idea of why we have changed location: it will be our biggest ever stand at ISM.

Those of you who will be visit-

ing the Fair, do not hesitate to drop in on us. It will be a pleasure to meet you. And for those who will not be there, we fill you in on the highlights of the event in the next issue.

Second seminar organised in conjunction with ZDS

As we indicated in the last issue, the Manufacturing Technology of Chewing Gum seminar, held in Barcelona, was so successful that we had to organise a second one because of the huge waiting lists.

The seminar will be fairly similar to the one held in September, although some lectures have been adapted, based on the experience of the first semi-

nar (and on the responses of participants to the Satisfaction Survey).

The programme will be finalised in a few days time (in the meantime, you can see the provisional programme in the 'Meeting Point' section of our website). The deadline for registering to attend is also approaching, so you will need to hurry if you want to take part...

And coming soon...

IPACK	Milano, 04-08/03/03
FI ASIA	Shanghai, 05-07/03/03
SWEET BRAZIL	Sao Paulo, 11-14/03/03
SIAL MONTRÉAL	Montréal, 02-04/04/03
ANUGA FOODTEC	Köln, 08-12/04/03
ALL CANDY EXPO	Chicago, 13-15/05/03
SIAL ASIA	Singapore, 02-04/07/03

Press Clippings

CAFOSA

Cadbury Will Pay \$4 Billion for Pfizer's Candy Business

Cadbury Schweppes has announced that it has agreed to buy Pfizer's candy business, which includes brands like Trident, Certs and Halls, for about \$4.2 billion in cash.

By acquiring the business, called Adams, Cadbury Schweppes, based in Britain, will gain an important foothold in the fast-growing candy market in the United States and Latin America, adding a revenue source to its core beverage brands like Dr Pepper, Snapple and 7Up. (...)

Analysts described the premium as rich, but said it was necessary if Cadbury wanted to com-

pete seriously for the United States candy consumer. (...)

With the purchase of Adams, Cadbury will pick up several of the leading candy and gum brands including Trident, Dentyne, Chiclets, Certs, Clorets and Halls lozenges. The company has about 12,000 employees worldwide and does business in more than 70 countries. (...)

Analysts speculated for weeks that the bids for Adams pitted Cadbury Schweppes against Nestlé. Kraft, Mars and Procter & Gamble were all said to have looked seriously at buying Adams.

*The New York Times
December 17th, 2002*

Arcor opens office in Barcelona

The Arcor Group is opening an office in Barcelona, Spain. This office is a response to one of the Arcor Group's stated main challenges: increasing its participation at an international level. Arcor is attempting to target the markets that have a lot of potential for development, such as those emerging in Asia, Russia and India. In addition, Arcor has gained deeper penetration of their products in the world's most demanding markets: the United States, Japan and the European Union.

Founded in 1951, Arcor had a turnover of more than US\$1.07 billion last year, with exports amounting to US\$221 million. Employing 12,880 people, Arcor is led by CEO Luis Pagani.

Arcor exports to more than 100 countries within five continents. It has 31 industrial plants in Latin America and makes more than 1,500 products, including condiments and preserves, sweets, chocolate and biscuits.

*The Manufacturing Confectioner
December, 2002*

Last but not least...

Our customers ask...

What can I do to prevent chewing gum mass from sticking to my equipment?

There are two possible ways to prevent chewing gum mass from sticking to the rotative elements of the production line (forming and sizing rollers):

- Use dusting agents. These agents can be food grade talcum or starch. Starch cannot

be used if the chewing gum is sugar-free, so some manufacturers use mannitol.

- Reduce the liquid content (glucose/maltitol syrup and/or glycerine). However, this will produce a drier formulation.



Send your questions to:

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Our customers ask

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