

# CAF News



'We do things differently'  
After the 2nd Seminar  
Press Clippings

...and much more!

# Editorial

The slogan of our new Corporate Catalogue, launched a few weeks ago at ISM, is 'We do things differently'. What makes Cafosa different is something that our customers know better than us...

As any Cafosa customer knows, when you purchase gum base from us you get much more than pallets and boxes. An entire Technical Department is waiting in the wings to help you ensure that your gum base application is a success. Anything needed to transform the best gum base in the best chewing gum. Any question, any query, 'tips' on production procedures... including country-specific legal requirements for raw materials and finished products.

In fact, the cooperation starts way before. All chewing gum manufacturers know that they can count on our R&D Department to develop any project and to offer guidance throughout the process, right up to start-up if necessary. Our staff works shoulder to shoulder

with customers to create special gum bases, adjusting their formulation, performing the necessary laboratory tests and preparing samples with the same ingredients that the customer will use in the final product... All the R&D phases that mean for our customer the lowest time to market.

However, do not think of our Technical Department as 'locked away' in some laboratory. They visit exhibitions related to our sector, travel to seminars (where they are sometimes attendees but frequently the lecturers), carry out 'on line' tests with collaborating companies (equipment producers, suppliers of other ingredients used in chewing gum formulation, consultancies...), etc. This gives us a fuller perspective of the market, and we share this perspective with all our customers to help them even more.

And last but not least, there is our website. You

can have 24/7 access to technical documents on chewing gum manufacturing by registering at [www.cafosa.com](http://www.cafosa.com). Even those who are not yet registered can access the technical information at [www.cafosa.com](http://www.cafosa.com) by consulting our FAQs. And for questions that are not on the list, you can email our Technical Department directly. All questions will receive a prompt and complete answer, and, who knows, they might even be added to the list of FAQs.

To sum up, no other gum base supplier has a Technical Department offering so many possibilities for cooperation to its customers; that's one of the things that we do differently. Our customers have known this for a long time, and that is why they choose us.

Roser Amposta  
Technical Director



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## News from Cafosa

### ‘We do things differently’

As we said in the last issue of CafNews, Cafosa took part in the ISM Fair (which was held at the end of January) as we do every year.

Here you can see a photograph of our stand which was bigger than our previous ones and located in a different hall to the one where we used to be in previous years.

The reason why we changed halls was to exhibit in a bigger stand but, now that the fair is over, we can safely say that this change was far more positive than we intended.

The biggest benefit was that the number of visits to our stand increased dramatically compared to previous years, most of them

attracted by our last novelties.

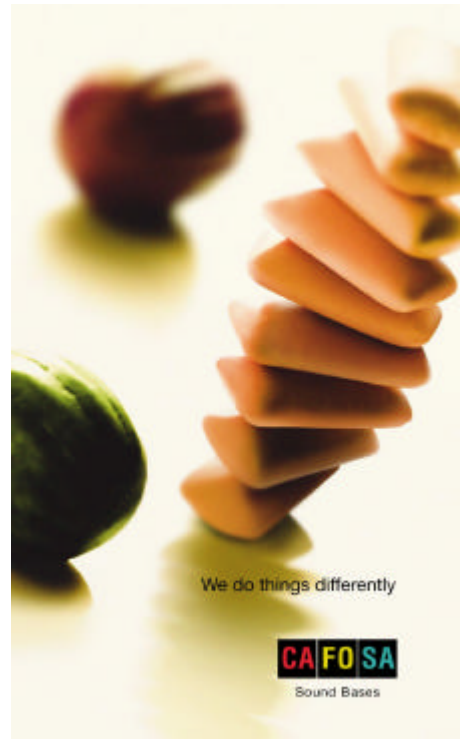
One of these novelties was our corporate catalogue, which was shown for the first time at the fair. The catalogue tries to sum up in a few pages the essence of what Cafosa can do for its customers.



The slogan of our catalogue is ‘We do things differently’. Hence, it points out the differences that have enabled us to become

the leading gum base supplier on the open market.

Even the catalogue itself is different: from details such as size, which is not at all standard, to the philosophy that inspired it and is revealed in each of the



totally customer-oriented texts.

The picture of the cover, above, was one of the ‘attraction points’ of our stand, as you can see from the photograph of the stand.

#### And coming soon...

SIAL MONTRÉAL	Montréal, 02-04/04/03
ANUGA FOODTEC	Köln, 08-12/04/03
ALL CANDY EXPO	Chicago, 13-15/05/03
ALIMENTARIA	Mexico D.F. 03-06/06/03
SIAL ASIA	Singapore, 02-04/07/03
FI EUROPE	Frankfurt, 18-20/11/03

### After the Second Seminar ...

In mid-February we held another Manufacturing Technology of Chewing and Bubble Gum seminar, which was organised in Barcelona in conjunction with the German Confectionery College, ZDS.

It was as big a success as the first seminar, held in September 2002. Lecturers included companies such as Bosch, Roquette Frères, Hermann Linden, Palatinit and Cafosa, of course. The seminar was attended by people from

all the world: Germany, Switzerland, UK, Slovenia, Czech Republic, Finland, Denmark, Jordan, Yemen, Philippines, USA, Canada, Brazil... Companies such as Adams, Masterfoods (both US and European branches), Gumlink, Chew Tech or Toms Group were represented by more than two attendees...

Waiting lists were huge, as they were for the previous seminar, so perhaps it is time to start thinking about a third one...

# Press Clippings

**CAFOSA**

## Good News for Sweeteners

In health and safety reports, both aspartame and sodium saccharin, have received some good publicity lately. The Scientific Committee of Food (SCF) which is part of the European Commission, in December 2002 reconfirmed aspartame's clean bill of health following a comprehensive review of the sweetener's safety. The SCF noted, "The Committee concluded that on the basis of its review of all the data in animals and humans available to date, there is no evidence to suggest that there is a need to revise the outcome..." of the prior endorsement of aspartame's safety.

This new report, in conjunction with the favourable review of aspartame's safety earlier in 2002 by the French Food Safety

Agency, should put to rest one of the most persistent health rumours that aspartame causes cancer circulating in the Internet in recent years, says the Calorie Control Council in Atlanta.

In addition, effective January 17th, California's Office of Environmental Health Hazard Assessment announced that sodium saccharin has been taken off the Prop 65 list. The State's Carcinogen Identification Committee determined that sodium saccharin is no longer clearly shown through scientifically valid testing according to generally accepted principles to cause cancer and should be removed from the list of chemicals known to the State to cause cancer.

*Candy Industry  
February 2003*

## New Products

Callard & Browser's Altoids Strips, breath strips in peppermint and cinnamon, recently hit US shelves, going up against items from Pfizer, Wrigley and others.

*Candy Business  
January/February, 2003*

Backed by multi-million advertising campaigns, breath freshening aids from Cadbury Trebor Bassett, Wrigley's and Pfizer have begun battling against each other in the UK market.

(...) Wrigley's has introduced its first product outside its traditional chewing gum business named Extra Thin Ice. The micro-thin strip dissolves on the tongue and is packaged in a compact dispenser holding 24 strips.

Cadbury Trebor Bassett's first UK gum product is among its 24-7 sugarfree range of breath-freshening gums and sweets. (...) These are targeted at 16 to 24 year olds and are packaged in an oval shaped dispenser (...)

Cadbury Trebor Bassett is also handling the distribution of what was Pfizer's product Listerine Actives (...) a 24-strip pack which says it contains 'germ-killing' breath freshener.

*Kennedy's Confection  
February, 2003*

## Last but not least...

### Our customers ask...



Send your questions to:

**CAFOSA GUM S.A.**

**Our customers ask**

**Calabria 267**

**08029 Barcelona**

**Spain**

**Fax: + 34 934 932 801**

**E-mail: [customers@cafosa.com](mailto:customers@cafosa.com)**

**I would like to export my product (manufactured with a Cafosa gum base) to a nearby country. How do I know whether my product meets the legal requirements (gum base, colours, other ingredients...) of that country?**

The legal question in some countries is quite a difficult area. For instance, some countries set maximum and minimum limits for the percentage of gum base or filler. If you have any doubts ask the

'legal experts' in our R&D Department. They can advise you concerning the legal aspects of ingredients used in chewing gum manufacture for most countries.

Send your opinions, suggestions or whatever else to

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

### On the web

<http://www.sial.fr>

Whether you are an exhibitor or a visitor, this site contains all the information you need on the Sial Fairs taking place all over the world.

<http://www.chewinggum.net>

An e-magazine for all chewing gum aficionados. With articles, news, contests, store... lots of information to put to good use or just for fun.

