

CAF News



Changes

Exhibiting all over the world

Press Clippings

...and much more!

Editorial

We are pleased to announce the successful closure of the deal by which the confectionery businesses of the Joyco Group, which include Cafosa's operations around the world, will become part of the Wrigley family of companies.

Although we have become part of a new organization, our commitments remain the same: Cafosa fully appreciates the partnerships built over the last 25 years with customers, suppliers and stakeholders, and will continue to cultivate the values on which

these relationships were based.

Our engagement is to keep on providing our customers with the very best in gum base solutions while delivering quality, innovation, service and confidentiality. In addition, the combination with Wrigley will provide further resources and help us to deliver even better customer service and product innovations in a an increasingly competitive market.

Our business will carry on as usual so you can contact any of

us just as you always did, anytime you need to.



We remain committed to maintaining our standards of quality and service and we will keep on working very hard to continue deserving your confidence. Indeed, these are the kinds of things that will not change at Cafosa.

Xavier Marcos
General Manager

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News from Cafosa

For us, every year starts with a Fair, but for the beginning of 2004, we are not just talking about one fair, but three!

Firstly, as every year, we had ISM. The Fair was held in February in Cologne and once again All in Gum was the centre of attention. Well, to be more precise, All in Gum and the colourful new design to celebrate our 25th anniversary. As registered users, you saw a preview of how it would look in the last edition of CafNews, but now take a look at the real thing: so colourful and eye-catching.

As we said at the start, ISM was not by any means our only fair over the first part of this year. Through Wuzhou Cafosa Gum Ltd., we also attended FiA in Shanghai, from March 23rd to 25th. As you can see from the photo, the stand was also very colourful, similar to the one for ISM but with some special changes to adapt it to the Chinese market.

The third fair has yet to take place, as it will be held in June (8th-10th) in Chicago, but we are very excited about it, particularly as it will be the first time we exhibit at All Candy Expo. We will be able to tell you all about it in the



next edition of CafNews.

So, as you can see, in just over three months we will have exhibited on three different continents. We are also planning to do the same in 2005, when we will be at Interpack (Düsseldorf, April 21st-27th) too, which we're starting work on right now... We do hope you will stop by at one of these events to give us the chance to meet you in person!

Visit us at **All Candy Expo**
McCormick Place, Chicago, USA
June 8th to 10th
Stand 1144



And coming soon...

CM EXPO	Wiesbaden, Germ. 27-29/04/04
ALL CANDY EXPO	Chicago, USA 08-10/06/04
CONFITEXPO	Guadalajara, Mex. 03-06/08/04
SIAL	Paris, France 17-21/10/04

It's all change for ISM

As usual ISM was busy and there was plenty to see with many familiar stands in their regular locations, although this is the last time we shall see them there since the show is to move across to the other side of the Cologne exhibition ground to Halls 10 to 14 for 2005.

The move has come about as new regulations have come into force in Germany requiring wider aisles and changes to fire exits. Complying with these regulations would have

reduced the available stand space considerably so it was decided to move out of Halls 1 to 8, which have now been sold to television broadcaster RTL.

Apparently the new location has a gross exhibition area of 100,000 square metres available in the old halls so here it will be possible to accommodate everyone and fulfil the requirements of the new law.

*Confectionery Production
February 2004*

Adults in Japan purchase candy with toys

Candy featuring value-added items in Japan was once considered mainly a children's domain, but such products are becoming attractive to adults also.

The Japanese pioneer in this field is Ezaki Glico Co., with its 2001 release of Time Slip Glico—an old-fashioned box containing soft candies and reproductions of appliances, cars and other products from the 1960s. The product was an instant hit among adults nostalgic about the era, a period in which Japan recorded its highest economic growth. Glico sold more than 30 million units at ¥200 (US\$ 1.87) each.

Now, Hokuriku Confectionery Co. is hoping to tap adults' interest in museums. It has released British Museum—the Legacy of Ancient Egypt candy. The ¥300 (US\$ 2.80) treat contains a miniature of one of 15 Egyptian artefacts displayed in the British Museum, including items from the Temple of Ramesses II. (...)

*The Manufacturing Confectioner
February 2004*

Fresh Approaches

The arrival of unique, value-added product options may bring a breath of fresh air to the breath-freshening business in 2004.

Breath freshener sales (in food, drug and mass channels, minus Wal-Mart) peaked at nearly \$328,1 million in 2000. Three years of sales down-turns brought that total to just \$237,1 million in 2003.

A variety of factors contributed, including the debut of breath-freshening film in 2001, not to mention the market saturation that resulted as too many players set out to grab up a share of the power mints business.

Now, however, adversity appears to be sparking vendors' inventive streaks. In 2003, an entrepreneur unveiled a brand new concept in breath fresheners—tiny spherical capsules filled with a breath-freshening liquid. This year, a leading candy maker is rolling out its version of liquid-filled mouth fresheners, and the leading

gum maker is expanding one of its powerhouse gum brands into the breath mints category. Smaller players continue to make creative moves as well, such as the debut of a product with attributes spanning both the oral care and the traditional mint category. (...)

Outlook

The once-skyrocketing sales of breath fresheners may have slowed over the course of the past several years, but this category is not going to go away. Aging baby boomers are concerned about fresh breath, and the popularity of strongly seasoned ethnic foods gives breath-fresheners another reason for being. Thanks to the arrival of some innovative new products, 2004 is a year to pay close attention to the category.

*Confectioner
February 2004*

Send your opinions, suggestions or whatever else to

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Last but not least...



Send your questions to:
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Our customers ask...

Is it possible to produce a salty gum?

To make a salty gum, you need to replace the sugar with another ingredient that acts as a bulk sweetener, such as trehalose or polydextrose (which has a very low sweetness compared to sugar). The salty taste

is created by adding some salt (sodium chloride) or baking soda (sodium bicarbonate) to the gum. The dosage varies from 0,5% (for salt) to 2% (for baking soda).

On the web



<http://www.interpack.de>

Find out all about the next Interpack along with other Fairs organised by the Düsseldorf Messe. You can even start planning your visit to the Fair; yes, it may seem a little early as there is still a year to go, but some of the hotels in Düsseldorf are already full...