

NEWSLETTER



INGREDIENTS

Your Long Term Partner

JUICE & BEVERAGE INGREDIENTS

Q1 2021

Dear Readers,

In this Q1 2021 edition of our J&B Newsletter we will be sharing the launch of FSL's new range of **VitaHealth Immune Boosting Juices** to support our customers growth objectives in a post-COVID era where so many market shifts have taken place.

We will also be sharing our usual juice commodity updates at the end of this newsletter to keep our customers updated with crop information, price updates and supply and demand dynamics.

We thank all our customers who visited our stand at Gulfood and we look forward to developing those discussions towards a refreshing and successful 2021.

Please contact us to discuss any of the solutions presented here.



IMMUNITY BOOSTING TRENDS

The COVID-19 pandemic has plagued the world for a full year now, creating various challenges for almost every industry but in its wake it has also left a sea of new opportunities. Since March 2020 we have witnessed a surge in consumer demand for healthier food and beverage products and in particular for those with immunity boosting claims.

According to a survey of 23,000 consumers across the globe conducted by FMCG Gurus, **72% of consumers are now making conscious decisions to purchase healthier food and beverage products.** In 2020 there were 4,450 new product launches globally with immunity boosting claims.

As a result of individuals questioning their immunity and vulnerability to disease, consumers are taking a more proactive approach towards their diets and lifestyles in order to maximize their health and strengthen their immune systems. This is a deep psychological consumer shift which is likely to persist well into the future. Brands which can adapt and ride these new waves of consumer demand will capitalize on growth opportunities in a post-COVID era.

“In 2020 there were 4,450 new products launched with Immunity Boosting claims.”

Source: Innova Market Insights

VITAHEALTH IMMUNITY BOOSTING JUICES

In response to these market dynamics FSL and Medibel have co-developed a range of no-sugar added Immunity boosting juices which are tailor made to the taste profiles of the GCC region.

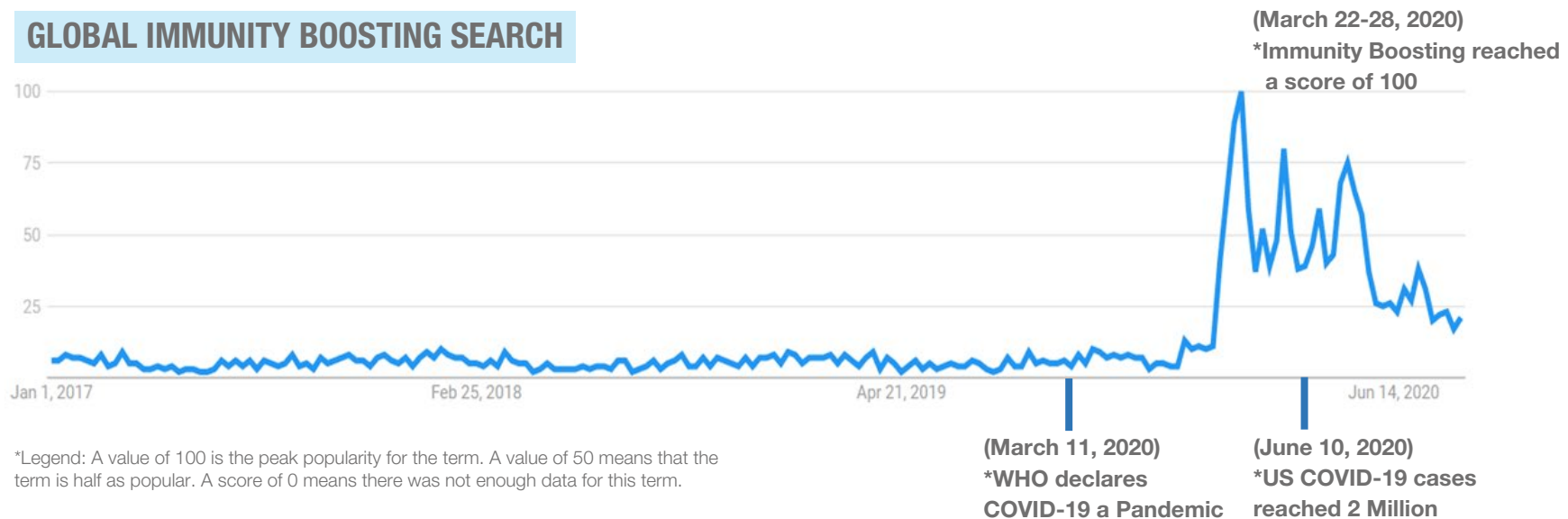
The VitaHealth range of juices contain natural ingredients such as **Ginger, Turmeric, Ginseng, Vitamin B and Ashwagandha** which provide a healthy boost to the immune system and a wide range of other health benefits.

However, taste will always be a key motivator for repeat purchases and these juice blends are carefully designed to suit the local taste profiles of GCC consumers offering delicious and refreshing new taste and flavor profiles. Combined with a daily dose of healthy ingredients in a single serving, this new range of juices adds value to the consumer and can hence command a premium on the shelves. When it comes to their immune systems and health, we can safely estimate that a large majority of consumers would be willing to spend a little extra.

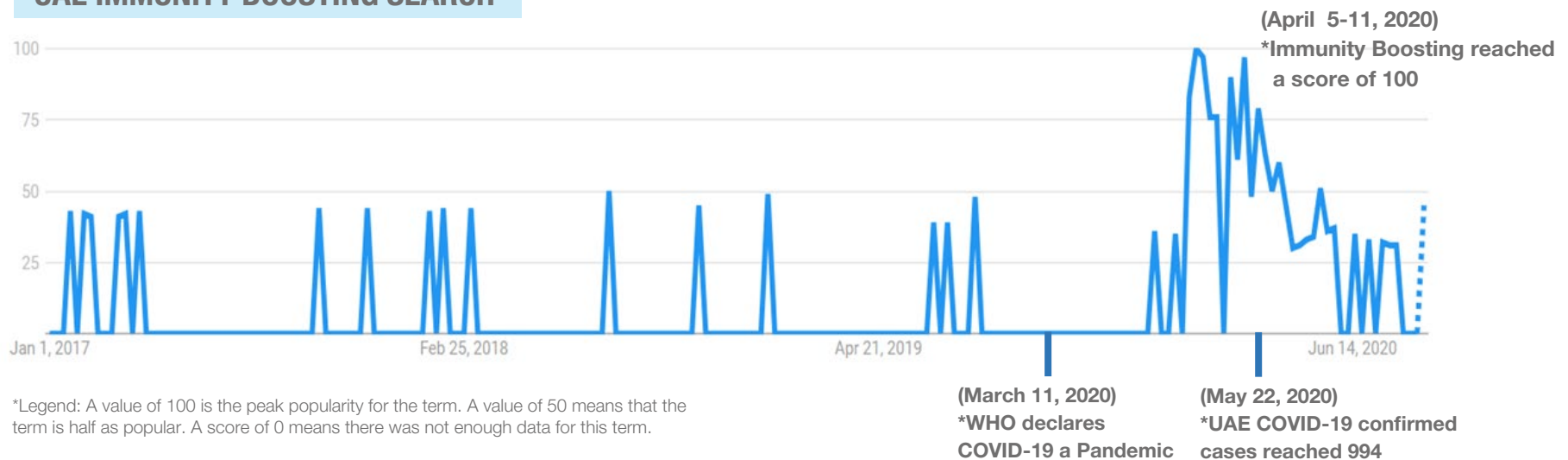


IMMUNITY BOOSTING - GOOGLE TRENDS

GLOBAL IMMUNITY BOOSTING SEARCH



UAE IMMUNITY BOOSTING SEARCH



TURMERIC

- ✓ Turmeric has been used as a spice and medicinal herb for 4,000 years. In South Asia, turmeric is considered to have antiseptic and antibacterial properties and is frequently used as a home remedy to treat respiratory, throat and stomach infections.
- ✓ Curcumin is the main active bioactive ingredient in turmeric which is a natural anti-inflammatory with high potency equivalent to some pharmaceutical manufactured anti-inflammatory drugs.
- ✓ Inflammation constricts the airways and makes it difficult to breathe. This is often related to an exaggerated response by the immune system that leads to chronic inflammation and damage to lung tissue by free radicals. Curcumin inhibits inflammation, relieves congestion and can improve breathing in respiratory conditions.
- ✓ Research has shown that Curcumin can activate the Immune cells such as T cells, lymphocytes, macrophages, neutrophils, natural killer cells, and dendritic cells – thereby strengthening the bodies immune defense system.
- Inhibits the inflammatory pathway involved in obesity and may help regulate body fat.
- Posses strong antibacterial effects which can reduce the growth of many disease-causing bacteria.
- Improves blood sugar metabolism and potentially reduce the effects of diabetes on your body.



TURMERIC FORTIFIED PRODUCTS



Sources: <https://www.ncbi.nlm.nih.gov>, <https://pubmed.ncbi.nlm.nih.gov>, <https://www.globenewswire.com>, <https://www.healthline.com>



TURMERIC ORANGE PASSION

Immunity boosting **Turmeric** drink with juices of orange, apple, pineapple, mango puree, carrot puree and passionfruit.

“A unique tangy orange profile with a spicy zing that makes it a perfect way to build immunity and kickstart your day.”

Ingredients:

- ☒ Apple Juice
- ☒ Pineapple Juice
- ☒ Orange Juice
- ☒ Mango Puree
- ☒ Carrot Puree
- ☒ Passionfruit
- ☒ Natural Flavoring
- ☒ **Turmeric Extract**

PRODUCT
MFF 275/007A - Orange -
Turmeric

RTD Brix
11.87

Acidity % CAA
0.5

Dosage g/l
225.99

ASHWAGANDHA

- ✓ Ashwagandha is a herb with an ancient history of use in medicine which traces back to 6,000 BC. It is still used in Ayurvedic practice today and sold in most pharmacies / health and wellness stores around the world.
- ✓ Ashwagandha contains alkaloids, steroidal lactones, saponins, sitoindosides and acylsterylglucosides. These active ingredients strengthen the immune systems fight against viruses, fungi and cancerous cells by improving cell-mediated immunity.*

Note: Ashwagandha can also increase the negative symptoms of autoimmune disorders because it stimulates the immune system.

*Cell-mediated immunity is an immune response that does not involve antibodies and is the activation of phagocytes, antigen-specific cytotoxic T-lymphocytes, and the release of various cytokines in response to an antigen.

- ✓ It also possesses potent antioxidant properties which helps protect against cellular damage caused by free radicals.

- A natural substance considered to help the body adapt to stress while balancing the adrenal glands in the body.
- Enhances the function of the brain, nervous system and improves memory and energy levels.
- Possesses potent antioxidant properties to help protect against cellular damage.
- Maintains healthy reproductive organs and is sometimes used to treat decreased libido.

ASHWAGANDHA FORTIFIED PRODUCTS



Sources: <https://www.ncbi.nlm.nih.gov>, <https://www.webmd.com>, <https://adrenalfatigue.org>



ASHWAGANDHA GOODNESS

Immunity boosting berry juice with **Ashwagandha** and juices of apple, grape, pomegranate, cranberry, aronia and cherry.

“A mellow berry flavor with a soft sweet finish which tantalizes the taste buds.”

“Appreciated by adults and children making it an easy way to make sure the whole family get their vitamins and ashwagandha goodness.”

Ingredients:

- ☒ Apple Juice
- ☒ Grape Juice
- ☒ Pomegranate Juice
- ☒ Cranberry Juice
- ☒ Aronia Juice
- ☒ Cherry Juice
- ☒ Natural Flavoring
- ☒ **Ashwagandha Extract**

PRODUCT
MFF075/136A - Red -
Ashwagandha

RTD Brix
12.92

Acidity % CAA
0.4

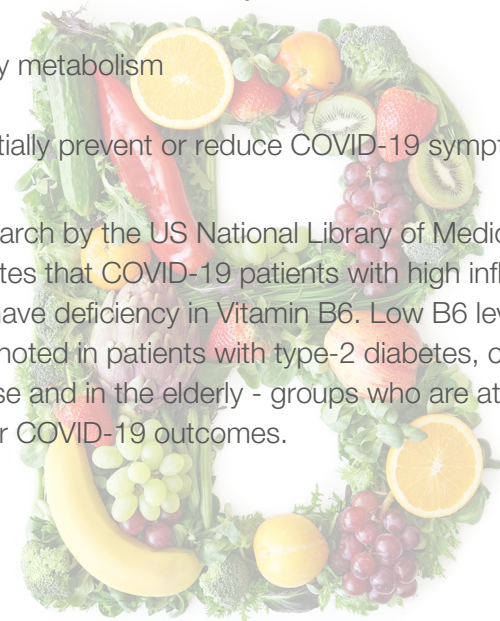
Dosage g/l
204.16

B-VITAMINS

- ✓ Vitamin B complex is a group of eight, chemically distinct, water-soluble vitamins that are obtained through a healthy balanced diet and are essential in maintaining healthy metabolic reactions.
- ✓ B vitamins (B2, B3, B6, B9, B12) play a crucial role in maintaining overall health and offer immune system support - thereby helping to prevent contraction of infections like COVID-19 or if contracted, helps to overcome them.
- ✓ A clinical study conducted in Singapore showed that COVID-19 patients who were given vitamin B12 supplements (500 µg), vitamin D (1000 IU) and magnesium had reduced COVID-19 symptom severity and supplements significantly reduced the need for oxygen and intensive care support.

- Proper cell and immune system function
- Energy metabolism
- Potentially prevent or reduce COVID-19 symptoms*

*Research by the US National Library of Medicine clearly indicates that COVID-19 patients with high inflammation may have deficiency in Vitamin B6. Low B6 levels have been noted in patients with type-2 diabetes, cardiovascular disease and in the elderly - groups who are at higher risk of poorer COVID-19 outcomes.



B-VITAMINS FORTIFIED PRODUCTS



Sources: <https://www.ncbi.nlm.nih.gov>, <https://www.timesnownews.com>, <https://www.newworldencyclopedia.org>



VITAL GREEN JUICE

Immunity boosting juice made of pear, kiwi, apple, lemon, kalamansi juices and banana puree - fortified and enriched with **Vitamin B**.

“A green and earthy profile which will appeal to women and adults inclined towards a healthy lifestyle and who are seeking alternatives to sweet taste profiles.”

Ingredients:

- ☒ Pear Juice
- ☒ Kiwi Juice
- ☒ Apple Juice
- ☒ Banana Puree
- ☒ Lemon Juice
- ☒ Kalamansi-Calamansi Juice
- ☒ Natural Flavor
- ☒ Copper Chlorophyll Green Color
- ☒ **Vitamins B2, B3, B6, B9, B12**

PRODUCT
MFF 075/135A - Green -
VitBx

RTD Brix
12.39

Acidity % CAA
0.5

Dosage g/l
251.97

GINGER

- ✓ Ginger has been used as a tonic root for over 5,000 years to treat a wide variety of ailments. It is still used in traditional and alternative medicine and is often used as a home remedy for sore throats and colds.
- ✓ Ginger contains gingerol which has anti-inflammatory and antioxidant properties which strengthen the body's immune system and reduce damaging free radicals in the body.
- ✓ Gingerol also helps modulate the body's immune system and enhances resistance to illnesses such as throat and respiratory infections.

- ✓ Some other benefits of Ginger include:

- Is rich in minerals: calcium, magnesium, potassium, iron, zinc, phosphorous and copper
- Helps to relieve various inflammatory disorders like gout, osteoarthritis and rheumatoid arthritis.
- Some studies have shown ginger to have a positive effect on obesity and weight loss.
- Helps lower cholesterol and aids healthy digestion of nutrients.



GINGER FORTIFIED PRODUCTS



Sources: <https://www.ncbi.nlm.nih.gov>, <https://www.healthline.com>



ROYAL PURPLE GINGER

Immunity boosting **Ginger** drink with apple, carrot, sweet cherry, blueberry, blackcurrant, black carrot and banana puree.

“A sophisticated taste profile with a bold ginger finish and the right balance between sweet and sour.”

“This one will be appreciated by adults and beverage connoisseurs, offering them a daily dose of healthy ginger and vitamins as they read a book or watch their favorite TV show.”

Ingredients:

- ☒ Apple Juice
- ☒ Banana Puree
- ☒ Carrot Juice
- ☒ Sweet Cherry
- ☒ Blueberry Juice
- ☒ Blackcurrant Juice
- ☒ Black Carrot Juice
- ☒ **Ginger Extract**

PRODUCT
MFF 275/013 - Purple -
Ginger

RTD Brix
11.34

Acidity % CAA
0.46

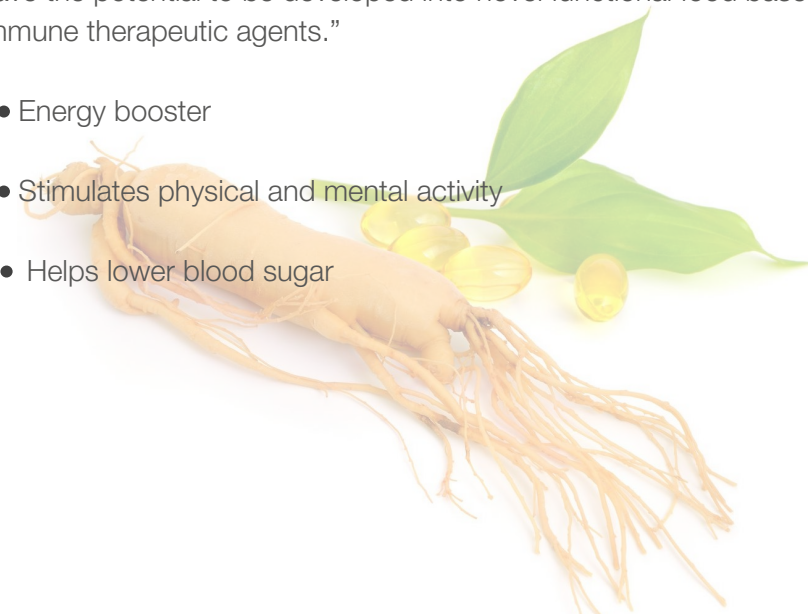
Dosage g/l
239.6

GINSENG

- ✓ Ginseng comes from the root of a tropical plant and has been used in Chinese medicine for over 2,000 years to treat various illnesses.
- ✓ It is consumed as a health supplement by populations all over the world today and can be found in various food and beverage products from Asia.
- ✓ Ginseng contains Ginsenosides and Gintonin which inhibit inflammation and increase antioxidant capacity in cells.
- ✓ Ginseng has proven to play a key role in boosting immunity against bacterial and viral infections and to combat autoimmune diseases such as diabetes and rheumatoid arthritis.

- ✓ A recent medical research paper mentions, "Ginseng or derivatives have the potential to be developed into novel functional food based immune therapeutic agents."

- Energy booster
- Stimulates physical and mental activity
- Helps lower blood sugar



GINSENG FORTIFIED PRODUCTS



Sources: <https://www.ncbi.nlm.nih.gov>, <https://www.medicalnewstoday.com>, <https://www.newworldencyclopedia.org>, <https://www.sciencedirect.com>



GINSENG YUZU JUICE

Immunity boosting juice with **Ginseng**, banana puree, grape, pear, apple and yuzu juice.

“A tropical flavor explosion with a tangy twist. Contains revitalizing ginseng to power today’s busy on-the-go consumers who forget to take their vitamins and need some energy in the middle of the day.”

Ingredients:

- ☒ Grape Juice
- ☒ Pear Juice
- ☒ Apple Juice
- ☒ Banana Puree
- ☒ Yuzu Juice (NFC)
- ☒ Natural Flavoring
- ☒ **Ginseng Extract**

PRODUCT
MFF 075/137A - White -
Ginseng

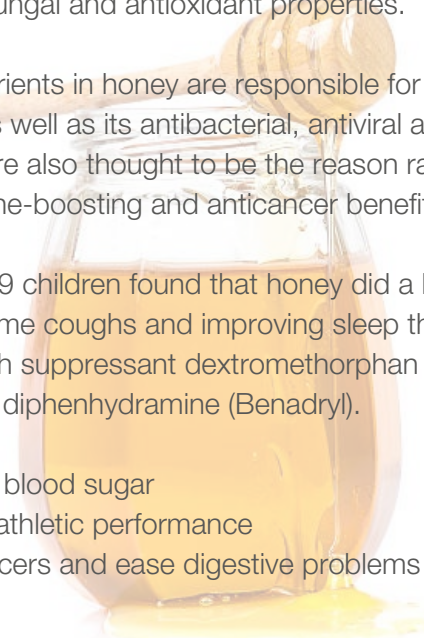
RTD Brix
14.2

Acidity % CAA
0.44

Dosage g/l
340.08

HONEY

- ✓ Honey has been used to treat fevers, coughs, colds and stomach ailments by the ancient Egyptians, Greeks, Romans and Chinese. It is still used around the world today for these medical reasons and is also used to treat burns and wounds.
- ✓ When modern antibiotics were developed, medicinal use of honey fell out of favor. But with the development of antibiotic-resistant bacteria in recent decades, researchers are revisiting honey's antibacterial qualities. Bacteria do not generally seem to develop resistance to honey, hence it has therapeutic potential for use as a broad-spectrum antibiotic.
- ✓ The hydrogen peroxide present in honey combined with its natural acidic properties combine to create a perfect antibacterial and antimicrobial.
- ✓ Honey has natural antimicrobial, anti-inflammatory, antibacterial, antiviral, antifungal and antioxidant properties.
- ✓ The phytonutrients in honey are responsible for its antioxidant properties, as well as its antibacterial, antiviral and antifungal power. They're also thought to be the reason raw honey has shown immune-boosting and anticancer benefits.
- ✓ A study of 139 children found that honey did a better job of easing nighttime coughs and improving sleep than both the popular cough suppressant dextromethorphan and the antihistamine diphenhydramine (Benadryl).
 - Regulates blood sugar
 - Improves athletic performance
 - Reduce ulcers and ease digestive problems



HONEY FORTIFIED PRODUCTS



Sources: <https://www.healthline.com>, <https://edition.cnn.com>, <https://www.everydayhealth.com>, <https://www.intechopen.com>



HONEY LEMONADE

Immunity boosting lemon juice with orange and grape juice, safflower extract and healthy boosting **honey**.

“A tangy lemonade with the aroma of honey – a refreshing on-the go rehydration drink for active adults and kids – offering energy and an immunity boost in a single shot.”

Ingredients:

- ☒ Grape Juice
- ☒ Orange Juice
- ☒ Lemon Juice
- ☒ Safflower Extract Color
- ☒ Natural Flavor
- ☒ **Honey**

PRODUCT
MFF 014/275A Yellow -
Honey

RTD Brix
15.86

Acidity % CAA
0.77

Dosage g/l
255.93

MANGO CROP 2021 - SURVEY REPORT (TOTAPURI & ALPHONSO)

TOTAPURI

Chittoor Region:

- Farmers have observed a delay in flowering due to heavy rains and climatic changes.
- Average 30 to 40% of flowering observed during the survey.
- Due to heavy rains in some areas, new fleshies have grown, however flowering has started only in dry soil gardens and flowering is delayed in heavy water soils due to rains.

Bangarpalyam, Palamaneru Regions:

- As per the survey it was observed 10 to 20% flowering percentage.
- Expecting full-fledged flowering of Totapuri by February mid.

Dhamalacheruvu, Pileru, Sadum, Somala Regions:

- In this region, it was observed a flowering percentage of 50 to 60%.
- Full flowering is expected by mid of Feb 2021.

Kadapa Region:

Railway Koduru, Rajampeta, Rayachoty, Kadapa:

- 60 to 70% of the flowering has been observed in this region.
- Another 20% growth in flowering is expected by end Feb 2021.
- In this region the farmers are expecting a standard yield due to good flowering and healthy plants.
- Flowering and fruit setting is in an advanced stage compared to the Chittoor & Kadapa region.

ALPHONSO

Srinivasapur, Mysore Regions:

- In these regions, Alphonso flowering is about 30 to 40%.
- The farmers are expecting a smaller yield this year due to less flowering compared to last year.



TOTAPURI GARDENS:



Flowering with new fleshes at a garden near Chittoor



No flowering observed in Chittoor Region



Full flowering observed in Somala Region



No flowering observed in heavy water soil at Yadhamari mandal

PINEAPPLE MARKET ANALYSIS

Pineapple supply from the far east still remains short. If the COVID pandemic situation improves in the next few months due to the vaccination program, the demand and prices might go up again.

The winter pineapple crop in Thailand is now winding down and farmers are reportedly harvesting all the available fruit. This has resulted in sporadic quality issues and some supplies are deemed unsuitable for both canning and juicing. Ratios at the moment are down to around 15 due to higher acidity. The offers have come down a bit from December 2020, however the lower prices have been offset by a significant increase in the freight cost. Freight costs are likely to remain high for the medium term and this is a huge factor when making calculations. Processors currently prefer to offer on FOB basis as a result of this. Demand remains relatively slow, analysts say that many buyers fixed forward contracts in regions such as the Philippines when pricing was high in Thailand. Uptake of tropical juices in Europe is traditionally strong from the Southern regions and the lack of tourist trade is reportedly holding back consumption there. There is hope that trading activity will pick up in the Northern Hemisphere Spring in the run up to Summer, but it will largely depend on travel restrictions. The market is also well supplied from other regions at present and therefore analysts do not expect juice concentrate prices in Thailand to climb in the near term.

OUTLOOK:

It is reportedly difficult to find labour for both the plantations and the factories in Thailand due to the extremely strict COVID restrictions in place. Whether this will impact the workforce for the Summer crop in April is unclear. Growers are also concerned about climatical conditions in south-western Thailand which has not seen any significant rainfall since November. Irrigation is almost non-existent in Thailand and a drought would lead to smaller fruit.

Nevertheless, most industry sources agree that production from the Summer crop will be better than last year. Production from both the Summer and Winter crops in 2021 is expected to register somewhere between 0.8-1.1 million tonnes, against just 0.8 million tonnes in 2020. However, analysts point out that is very difficult to make predictions on output in Thailand due to the fragmented nature of the industry. They add that a clearer picture on the Thai Summer crop will be available in late March 2021.



ORANGE MARKET OVERVIEW

Considering the production in the Sao Paulo Citrus Belt, Florida and Mexico, a decrease of 18% in production is expected compared to last season.

The main reasons for this are:

- ☑ A very long drought period and high temperatures have impacted the initial 20/21 yield forecast in Sao Paulo.
- ☑ In Florida the initial forecast was reduced due to more fruit losses than expected and smaller fruit size in the Non Valencias varieties.
- ☑ Although 98 MM boxes is larger than the 2019/20 crop year, it is still below the historical average. Climate conditions are the main issue.



SAO PAULO CITRUS BELT CLIMATE OVERVIEW

There has been a significant reduction in rain volume in the region with a longer period of no rain lasting from March to November 2020. The temperatures are also increasing and the consequences can be seen in the pictures: plants deaths, small fruits, and drought trees (in the non-irrigated areas). Sao Paulo's Northern region is the warmer part of the citrus belt and where most of the drought has affected the crop.

PROBABLE LOW PRODUCTION IN 21/22 TENDS TO UNDERPIN PRICES IN THE BRAZILIAN MARKET

After the low production in the 2020/21 season, agents expect a limited orange crop in 2021/22 in Sao Paulo State and the Triangulo Mineiro, due to unfavorable weather conditions. This scenario tends to underpin orange prices in 2021. Data from CitrusBR indicate that initial inventories in the 2021/22 season may be from 240 to 280 thousand tons in July/21. Although this volume is not lower than the strategic level established, the small harvest in the 2021/22 season may limit the volume by the end of the season, in June 2022.

20/21 is showing yield 18% lower than 19/20 crop year
**** 421 MM boxes vs 515 MM boxes ****

WHITE GRAPE HARVEST REPORT FROM ARGENTINA

Argentinian vineyards are all set for the 2021 Crop. The harvest will begin by the second week of February. Processors are doing the last preparation works to set the grape crushing up. It seems to be good weather this time and the different varieties are ripening in normal shape.

The local market is questioning where the price point of the grapes will be placed. There was an interesting December grape juice exports showing that the normal annual carry over, this time will be low. The operational costs in USD of the growers have also been increased.

The main five juice processors have not been started yet to make offers of 2021 product, but the big wineries are pushing their positions to gain supplying for their purposes.

Economically speaking there will be legislative elections by Q4, the government will try to push the exchange rate at similar levels along the year, while inflation is pushing up the price of the goods. This is bad for all the players in the supply chain, but especially for the exporters.

As the COVID-19 situation is still prevailing, Argentinians are living a more normal Q1 2021, but the 2nd wave has appeared and in some sectors there are some concerns about harvest workers availability.

Photographs from the Argentinian Vineyards for the 2021 Crop:



Please contact us to discuss any of the
content or products presented here.

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