

A publication brought to you by Advanta

F O I L E D

ISSUE 1

New year, new you:

It's time for the food
industry to commit to
sustainability

Winter warmers

Plan ahead to make sure
you're not left out in the cold

BBQ: it's not just for summer

Bring the barbecue indoors

Aluminium – The sustainable packaging choice



EDITOR'S LETTER

In Europe alone, each inhabitant generates an average of 162.9kg of packaging waste each year. But, our throwaway culture doesn't end on home turf. Unrecycled waste from paper, plastic, glass and metal packaging has spread worldwide — into our oceans, developing countries and already overflowing landfill sites.

Our consumption of packaged food isn't slowing down. In fact, Britain now eats almost four times as much packaged food as it does fresh produce. That's why we have committed the first issue of our customer magazine, *Foiled*, to encouraging sustainability and waste planning in food packaging.

As a leading foil container manufacturer, we're committed to establishing new standards for food packaging — including encouraging commitment to protecting the environment.

We're a proud member of Alupro, a membership body for recycling initiatives. On page six, the company's executive director, Rick Hindley discusses how food manufacturers can make pledges to sustainability.

Our lead article in this edition explains why it's so important that we maintain sustainability throughout the entire food manufacturing and packaging supply chain, from field to fork, on pages four and five.

What are you waiting for? Grab a brew, have a read and most importantly, make sure you throw this into the recycling once you're done.

Miguel Campos

Miguel Campos

A WORD FROM... STEVE PINHORNE Managing director at Nicholl food packaging



At Advanta, we've been setting the standard for the aluminium packaging industry for over 20 years. Our purpose-built facility has established products and practices that the whole of the packaging industry now follows.

Now we're launching *Foiled*, a quarterly magazine that will provide our customers with insightful features and innovative ideas to prepare and propel the industry towards an exciting future.

If you would like to contribute to a future edition of *Foiled*, please contact marketing@advantapack.co.uk for information.

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NEW YEAR, NEW YOU:

It's time for the food industry to commit to sustainability

Did you know that there is an island of waste twice the size of Texas in the Pacific Ocean? Known as the North Pacific Gyre, the island off the coast of California is the largest oceanic rubbish site in the world. The number of floating pieces of plastic at this site outnumbers the total marine life in the immediate vicinity by six to one.

There is no question that the products and packaging we discard daily are having a detrimental impact on the world around us. We live in a world operating a throw away culture that the food manufacturing and packaging sector is no small contributor to. This is a culture that cannot be sustained.

Three major studies conducted by the Waste & Resource Action Programme (WRAP) between 2013 and

2016 estimate that annual food waste in the UK alone stands at around 10 million tonnes — 60 per cent of which could have been avoided. This waste costs the UK £17 billion a year and generates 20 million tonnes of greenhouse gases.

“Annual food waste in the UK alone stands at around 10 million tonnes — 60 per cent of which could have been avoided”

These figures do not account for discarded packaging and the overall contribution to global rising CO₂ levels.

In the United States, the Environmental Protection Agency (EPA) found that food packaging accounted for almost 40 per cent of landfill across the country. In Africa, plastic waste has become such

a problem that several countries have had to implement extreme bans on the use of plastic bags. For example, in August 2017 Kenya instituted legislation stating that Kenyans producing, selling or even using plastic bags risk imprisonment or fines of \$40,000 (£31,000).

As 2018 begins, we're closing down a year where global carbon pollution levels rose for the first time in four years, despite the world's leading countries agreeing in 2014 that CO₂ would be controlled to prevent global warming levels increasing beyond two degrees celsius. This is in no small part a result of industry not taking responsibility for sustainable practices. Yes, we need legislative change, however we cannot wait for that. We must drive the change

necessary to protect the world for future generations. But what can you do?

Source locally

Consumers are not unaware of the growing burden food production places on the environment, and are becoming increasingly savvy about choosing locally sourced produce to reduce their carbon footprint. This is why supermarket chains are providing more choice in food that hasn't had to hop on a plane to get to someone's dinner plate.

Sourcing local ingredients can be tricky for food manufacturers, but it is not impossible. The more you can source from close by, the lower your impact on the environment, not to mention the fact that you can offer supermarkets more choice of

sustainable foods to add to their menu.

“It takes 450 years for an average plastic bottle to decompose”

Think about your packaging

You need to package food in such a way that the customer can get all the information they need about the product, but you should also assess what happens to the packaging when the consumer is done with it.

It takes 450 years for an average plastic bottle to decompose. Cardboard will decompose in two months and it can be recycled — once. In comparison, aluminium can take up to 500 years to decompose, but it is the most repetitively recyclable material on the market. Minimal, sustainable

packaging has to become a higher priority for the food sector.

Hold each other to account

You should select suppliers or service providers that are equally committed to sustainable practices. For instance, choosing a logistics company that runs a fleet of low emission, hybrid or electric vehicles will reduce your carbon footprint.

Insisting that everyone we work with is committed to reducing the damage to the planet will make the entire industry take responsibility for its actions.

The current state of affairs cannot be permitted to continue. Everyone working in the food industry, from field to fork, must commit to sustainability — today.

ALUMINIUM

The sustainable packaging choice

A new year provides an opportunity for businesses to re-evaluate work processes and make positive changes for the future. As we call on our readers to consider more sustainable practices, Rick Hindley, executive director at The Aluminium Packaging Recycling Organisation (Alupro), explains why more packaging producers should consider aluminium as the sustainable packaging choice.

History

Formed in 1989, Alupro is an industry funded, not-for-profit organisation with 28 years' experience representing the UK's aluminium packaging industry. Membership includes aluminium producers and rollers, packaging converters (beverage can makers and foil converters), packer fillers, reproducers and exporters. Many of our founding members are still actively involved today including Advanta (Formerly Nicholl Food Packaging). Our members share a commitment to ensuring the aluminium sector meets its statutory targets for packaging recycling and maximises recycling performance. We are the voice of the industry to the UK's governments and are very active in encouraging and promoting recycling to consumers.

The benefits of recycling aluminium

Aluminium is endlessly recyclable, without any loss of its properties or quality. In fact, 75 per cent of all the aluminium ever produced is still in use today.

Recycling aluminium saves around 95 per cent of the energy needed to make the metal from raw materials and there are CO₂ emissions savings too:

"75% of all the aluminium ever produced is still in use today"

Recycling one tonne of aluminium saves nine tonnes of CO₂ emissions. When you consider that one tonne of CO₂ is equivalent to driving a car 2800 miles, the benefits of recycling aluminium really start to become clear.

Aluminium commands the highest price per tonne for any material collected at kerbside from households. Even relatively small amounts of additional aluminium yield compelling cost benefits. And because of the high intrinsic value and the cost-effectiveness of recycling, compared to primary production, aluminium packaging is always in demand and is relatively cushioned from the fluctuations in value that affect most recycled materials.

Alupro consumer programmes MetalMatters aims to increase the recycling rate of all metal packaging through council operated kerbside collection schemes, and has been managed by Alupro since 2012. One in five UK councils have chosen MetalMatters as a vehicle to communicate their recycling messages to residents, meaning that we have directly communicated with over 5.3 million households since the programme began. Every deployment has delivered a significant increase in the recycling rate for metal packaging.



Rick Hindley,
Alupro

Research by the Waste and Resources Action Programme (WRAP) highlighted aluminium foil as one of the materials which is most likely to be missed for recycling by consumers.

We have developed a new toolkit of resources for councils which include artwork, editorial and video content. These can easily be adapted to create a campaign to educate, inform and remind residents about how to recycle aluminium foil. This includes the 'scrunch test' for foil wrappers and 'dunk, rinse and recycle' message for removing food residue from foil trays. The toolkit is available to download free from the resources section of our website.

How can Alupro help Foiled readers?

We're happy to answer questions from *Foiled* readers about any aspect of foil production or recycling. We can even help to set-up a foil or can recycling scheme within your workplace or that of your customers. Our team of programme managers is available to meet with you to discuss your needs. For more information look at our website, alupro.org.uk

THE HISTORY OF ALUMINIUM

Aluminium was one of the newest metals to be discovered by humans. However, it was used long before the metal we know today was produced.



In ancient times, Alum, an aluminium-based salt was used to protect wooden fortifications, to tan leather and in medicine.



Between 1855 and 1890, 200 tonnes of aluminium were produced.

Around this era, aluminium was seen as such a valuable commodity, the wealthy impressed their guests with plates and cutlery made from aluminium instead of gold.

In 1894, the American rail company started to produce special lightweight passenger railroad cars with aluminium seats.



Five years later, in 1899, Karl Benz presented the first sports car with an aluminium body.



Coors was the first company to sell beer in aluminium cans and also the first company to organise the collection of used cans through a recycling system.



The Empire State Building, built in 1931, was the first building where aluminium was used in construction of both the basic structure and the interior.



Aluminium production soared throughout the 20th century, with approximately 22 million tonnes being produced in 1998.



According to forecasts, the demand for aluminium will exceed 80 million tonnes by 2023.



However, aluminium is endlessly recyclable.

75%

Nearly 75 per cent of all aluminium ever produced is still in use today.

Recycling one aluminium can saves enough energy to run a television for three hours.



Every minute of every day, an average of 113,200 aluminium cans are recycled.

WINTER WARMERS

Plan ahead to make sure you're not left out in the cold

The Christmas gifts have all been opened, New Year's resolutions have been made and there are already Easter eggs appearing on supermarket shelves. To the consumer it can seem like we're on a magical conveyer belt where seasonal food options just appear on cue. However, any new product developer (NPD) will tell you that the magic takes a lot more elbow grease and even more forward planning to get right.

Early in the New Year is when we're all looking forward to spring, desperately wishing for the longer days to start and the frost to lift. However, NPDs in food processing have to look past the promise of the springtime bloom — they're already planning for Autumn and Winter warmer season.

Autumn 2018 will be a particularly crucial season for UK food manufacturers as Brexit looms in the following March. Businesses will not be able to afford any unsuccessful ventures so close to Britain leaving the European Union (EU). An article on just-food.com in December included comments from John Stapleton, who founded food

brands such as Little Dish and the New Covent Garden Soup Co., which made it clear that all planning in early 2018 had to involve Brexit preparations.

He said, "...plans will have to be drawn up and budgets made. Realistically, in the early part of next year [2018], they will have to pre-empt this [Brexit] and make some decisions. The industry will have to be more proactive and make decisions for March 2019. People in the industry generally are probably preparing for the worst and hoping for the best."

Hoping for the best is much easier if product lines introduced for Autumn are a roaring success. But just how can NPDs create a seasonal menu that both satisfies customers' expectations while being original?

"Our role in innovation is all about the future...Everything we do is based on consumer insight"

Donna Worsley

Different but familiar

"Our role in innovation is all about the future" said Donna Worsley, Development and Innovation Director of Oscar Mayer Ltd. "Everything we do is based on consumer insight and we are constantly observing what is happening in the restaurant arena, on the high street and in other food markets. This allows us to identify overarching macro trends we need to keep an eye on, while helping us meet the customers' need for newness that is 'different but familiar'."

Donna explained to *Foiled* that one food trend she has earmarked to have an impact in 2018 is the growing demand for alternative protein sources and this can be seen in the growth of flexitarian.

The flexitarian lifestyle started to gain notoriety when the book titled *The Flexitarian Diet* was released in 2008. However, it has only gained momentum in the last couple of years. As implied by the name, flexitarianism is where people choose to be primarily vegetarian but occasionally eat meat.

Designed to be flexible, there is no prescribed plan to this diet. It instead encourages people to eat a range of five food groups, one of which being 'new meat'.

The year of the alternative

Demand for meat alternatives is growing and will touch every season in 2018. According to a forecast by Euromonitor, the UK meat substitutes industry will be worth £309.5m in 2018, an increase of 6 per cent on 2017.

Part of this growth is being driven by the fact that consumers are increasingly savvy about what foods are a healthier choice, particularly concerning pre-prepared meals. Donna explained that using alternative ingredients is a great way to not only make dishes healthier, but to give them that all important seasonal feel too.

"In the UK we consume our 'winter warmer' food all year round, so changes to ingredients can offer that seasonal newness," she said. "In terms of healthier food options, consumers often look to reduce carbohydrate intake, which can be tricky in the winter months when

you're craving something filling. Dishes can deliver comfort without the carb overload for example by incorporating root vegetable mashes and pulses."

"The main purchasing driver for consumers is the delivery of convenience and speed to plate"

Donna Worsley

Convenience is key

No matter what food trend is big for Autumn 2018, getting a hit product is not all about featuring the latest meat alternative, as Donna explained.

"The main purchasing driver for consumers is the delivery of convenience and speed to plate," she said. "Other considerations when making a purchase include portion size, the occasion for the meal and, most importantly, the complexity of the preparation and how long it will take. This is part of the reason packaging is a key consideration in the early stages of dish design.

"However, designs should not just concern the primary packaging and cooking method for the dish, but also enable additional cooking stages in the final dish preparation.

Mixing the hottest trends with the cosiest ingredients and wrapping them all up in appealing and practical packaging takes time and planning.

Getting an Autumn menu right has never been more important in the UK, so NPDs need to get their knitted thinking caps on now to remain competitive as Britain repares for a new chapter in 2019.

About Oscar Mayer

Donna Worsley is development and innovation director at Oscar Mayer Food Group.

Since 1935, Oscar Mayer has specialised in making and developing retailer label prepared foods for the top UK grocery retailers. The company is committed to improving the environmental sustainability of their operations.

For more information visit www.oscarmayer.co.uk

BARBECUE: NOT JUST FOR SUMMER

Bring the barbecue indoors thanks to innovative packaging

As far as cooking methods go, barbecue is as traditional as you can get. Since the Neanderthals first discovered flames, this primitive approach to roasting meat has established itself as an adored summertime tradition. But, who said barbecue is just for summer? Here, we look at how development kitchens can capitalise on our love of barbecued foods all year round by bringing the taste indoors.

Unpredictable weather deters most of us from hauling out the barbecue equipment more often than a few times a year — not to mention the longwinded preparation routine. However, there are ways to capture the unique barbecue taste, without firing up the coals. Plus, you won't have to inflict your customary barbecue get-up on your neighbours — summer shorts and Hawaiian shirts are optional, not essential.

One of the best elements of barbecue cooking is the fact that using a grill cooks everything evenly and all the fat and grease falls away from the meat. In the early 2000's, many of us invested in electric grills that are designed to grill meats in a 'healthier' way, but let's be honest, how many of these grills are gathering dust in the kitchen cupboard? We're looking at you, Mr Foreman.

Without using an electric grill that is specifically designed to reduce fat, it is difficult to replicate this method of cooking indoors —

especially when trying to recreate the crispy texture of meat cooked on a barbecue. To deliver this finish, some development kitchens are investing in oven-based packaging that replicates the effect of a barbecue grill.

With the food already prepared for cooking inside, specially designed aluminium packaging can imitate the style of a barbecue grill using an indoor oven. Using metal ridges to create a 'grill' inside the aluminium tray, the consumer can simply place the packaging straight into the oven — no mess, no fuss and no flipping burgers in the rain.

The design will ensure that fat and grease fall from the meat and get caught by the tray packaging. By ensuring the meat is placed on the grill, and therefore isn't sitting in grease, it can achieve the same crisp texture all the way around and make the meat a little bit healthier — thumbs up from us.

Our taste for exotic flavours has also meant overnight marinating

has become a standard step in the barbecue process. But, this takes time, creates a mess and can leave you with a peri-peri scented refrigerator for weeks after. When catering for time conscious consumers, barbecue-style food can also be pre-marinated by a manufacturer ready to just throw in the oven.

Methods of vacuum sealing can be used to seal in barbecue flavours and maintain this flavour in the packaging until the consumer decides to cook the product — avoiding contaminating the contents of your fridge with spicy scents. For ease-of-use, pre-marinated meat can also be packaged in aluminium trays that can go straight from the fridge to the oven.

The exact origin of barbecued food is far too ancient to pinpoint. But, today, packaging innovations mean we can capture the unique flavours, taste and texture of barbecued food, come rain or shine — Hawaiian shirt or not.



NO MESS, NO FUSS

How ready-to-cook meals offer customers hassle-free dining

According to Euromonitor, the UK eats almost four times as much packaged food as it does fresh produce. With an increase in working hours and a generally faster pace of life, the popularity of instant microwave meals has soared in recent years. However, we're all increasingly aware of how unhealthy these ready-meals are. This is why many retailers are introducing ready-to-cook ranges with fresh, healthy produce to entice hungry, time-strapped customers to a better way of life.

A Department for Environment, Food and Rural Affairs report says that 80 per cent of UK households rated whether food was a healthy option as being the most important factor that affected their purchasing decision. However, figures indicate that people's ideal preferences don't necessarily match what they ultimately buy, as price is often a much stronger motivator for many consumers.

As a result, many supermarkets are introducing ready-to-cook meals for consumers who are looking for a healthy and quick, yet cost effective, option. Consumers no longer need to rely on microwave meals or the takeaway menu for convenience dining.

Mintel, a global market research organisation, describes ready-to-cook foods as "chilled foods specifically positioned as needing no further preparation on the part of the consumer other than opening the packet and cooking the product." This means customers can enjoy a nutritious meal without the need for significant preparation, cook time and clean-up.

Meal options like hunter's chicken, Moroccan lamb tagine and salmon en croûte are now readily available in such a way that customers simply have to remove any outer plastic packaging and then just pop them in the oven. No mess, no fuss.

Sam Reader, new product development manager for the Co-Operative Ready to Cook range, said that these products are "designed to put straight into the oven without having to do too much preparation. We do all the work. We combine the spices, we cook the sauces. [Customers] haven't got to go out and buy all the individual components and then cook the sauce."

The meals also taste, and look, like you have actually spent hours preparing them even though they've gone straight from the

store shelf into the oven. Preparation and cooking is often made easier for the busy working mother when food manufacturers package them in smoothwall foil trays. This type of packaging is not only practical, it is visually appealing, so it is ideal for serving guests at the dinner table straight from the oven.

Smoothwall foil trays are also shatterproof when frozen and rigid even after cooking, keeping vulnerable people, such as the elderly who may struggle to cook meals from scratch, safe.

However, it's not just the elderly that benefit from a nutritious meal that is easy to prepare. Philip Dunne, minister of state for health, recently reported to the Financial Times that a third of children are leaving UK primary schools obese. So, there is a clear need to increase the awareness of the health benefits that ready-to-cook meals can bring to a nation that is reliant on convenience food.

It's time that we all began to step away from the microwave and open our oven doors to a no mess, no fuss, nutritious meal. However, that doesn't mean we should have to sacrifice anything in our busy schedule to make time for it.

