

Food & Beverage Packaging

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The influence of packaging on the sensorial evolution of white wine as a function of the operating conditions adopted during storage

Venturi F, Sanmartin C, Taglieri I, Xiaoguo Y, Andrich G and Zinnai A
University of Pisa, Italy

Starting from the past two decades, among all the possible wine packaging materials it has been possible to observe an expansive utilization of polymeric materials including PET bottles, multilayer tetrabricks and bag-in-box type containers. As oxygen is one of the main factors affecting wine evolution as well as its deterioration, the careful management of oxygen represents a critical issue during wine production and storage. Packaging, being the barrier that protects wine against environmental conditions, plays a fundamental role in the preservation of the quality of wine during all its life cycle, just starting from the bottling. With the aim to determine the influence of packaging in preserving the quality of wine, in this research project the sensorial evolution of a white table wine stored in different packaging materials (glass bottles provided with different closures; bag-in-box containers; tetrabricks) and different volumes (2 volumes for each packaging) has been evaluated over a period of 12 months. For each packaging solution two different temperature levels (4° and 20°C) were also maintained throughout the storage period. The preliminary results obtained after 12 months of storage indicate that sensorial wine evolution might be greatly influenced by the packaging characteristics (i.e., packaging material and volume). Furthermore, also the temperature used during the storage period plays a key role on the evolution of wine since it can directly influence the oxygen permeability of the system “wine + package”.

francesca.venturi@unipi.it

Procurement challenges in food and beverage packaging innovations

Malligeswari Panneerselvam
Beroe Consulting, India

Package formats, especially in food and beverage space has gone through an array of changes over the recent past. Only 11% of consumers today are completely satisfied with their current packaging. Brand owners, who in the past decade had focused primarily on product safety and visual appeal, have elevated their focus to improve sustainability while regulating cost. The future however, is in the hands of brands that could innovate packaging formats, providing interactive, smart, functional and user convenient packages. However, bringing an innovative package into the market comes with a multitude of procurement challenges and questions, beyond the product in itself. Around 27% of packaging innovations fail because there is an unclear understanding of what exactly the consumer is looking for along with other factors such as failure in commercialization, late to market, product quality etc. A deeper analysis of these individual factors could help us understand that all these boil down to few of the operational downfalls which can be managed through efficient project management. By identifying the right set of raw material suppliers, converters and equipment manufacturers, cost savings of around 15-20% can be achieved when bringing out an innovative packaging format into the market.

Key Questions to be Addressed:

- Evolution of packaging formats and how does the future look like?
- Has the package aged? What are the key influencing factors that drive innovation in packaging?
- Key procurement challenges in successfully bringing an innovative package format into the market
- How to successfully bring innovative package from design to store shelf?
- How to strike a balance between innovation and cost?
- Case-based scenarios analysing impact of innovative packaging formats

malligeswari.p@beroe-inc.com