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Middle East Food

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Weighing Up the Advantages

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Restaurants Expand their
business across the Middle East

Turkey's Domestic Market
Projects Significant Growth

Successful Dairy Farm
Operations: Key to High
Quality Milk



Expansion: Valio Relies on OYSTAR Gasti

The popularity of the products of Finland's specialized dairy producer, **Valio**, continues to grow beyond the national borders. Sales are increasing in Russia and Sweden. To meet this growing demand, the company is now expanding its machinery inventory by adding its fifth Combiseptic 81-series cup filling and sealing machine manufactured by **OYSTAR Gasti**. With an output of up to 16,000 cups per hour, the format and product flexible, two-lane machine will significantly increase the production capacities at Valio's plant in Oulu starting in December 2014. The machine with two dosing units will be filling pre-formed 75mm-diameter cups with a broad variety of dairy items. The continuous operation of the machine means that filled cups can be transported to the sealing station at high speeds without the contents sloshing around. The modular design of the machine makes it possible to change formats in less than 30 minutes; it also has a built-in, automatic CIP cleaning function. Valio once again turns to OYSTAR Gasti with the purchase of its new Combiseptic 81. "We're already working successfully with four cup filling and sealing machines from this series, as well as a Dogatherm 81 cup filler from OYSTAR Gasti," explains *Martti*



Combiseptic 81 filler

Kimpimäki, Plant Director for Valio in Oulu. "This new machine will allow us to better exploit our production capacities in future and to further expand our international market position." ■

Nordic Organic Food Fair Marks Increase in Attendees

Nordic Organic Food Fair –the Nordic region's only dedicated international trade show for organic food and drink – has announced a 13 percent increase in total attendance for 2014. The event welcomed 3,558 natural and organic industry professionals from 51 countries to its second edition in Malmö, Sweden, in October. Having more than doubled in size since its launch last year, the show offered thousands of



The Nordic Organic Food Fair aisles

visiting retailers and foodservice professionals a vibrant showcase of healthy, sustainable, natural, raw, organic food and drink, and specialty ingredients. Co-located with Natural Products Scandinavia, the combined events featured 310 exhibiting brands. Both visitors and exhibitors have hailed the show a great success, with 85 percent of surveyed visitors rating their experience as excellent/good. Exciting, inspiring, important and relevant are just some of the words to feature in feedback so far. The show's aisles were buzzing with a 'who's who' of the sector, with many of Scandinavia's biggest food retailers in attendance. Among them were **Matse AB; SuperBrugsen; Mathem i Sverige AB; Coop Trading A/S; Coop Sverige AB, Dansk Supermarked; Lidl Sverige; EKO Supermarkets AB; SuperBest; Axfood; and 7-Eleven**. Hundreds of wholesalers, distributors, commercial kitchens, and independent food outlets were also represented. Swedish and Danish visitors were by far the show's biggest audience (61 percent and 20 percent respectively), followed by European buyers at 12 percent (with the biggest majority from United Kingdom, The Netherlands, Germany, and Spain). ■