SMI SOLUTIONS FOR PASCUAL

IN ARANDA DE DUERO, IN THE SPANISH PROVINCE OF BURGOS, EVERYTHING REVOLVES AROUND THE CONCEPTS OF ENVIRONMENT, CULTURE, TRADITION AND WELL-BEING. IN THE HEART OF THIS FASCINATING TERRITORY LIES THE HEADQUARTERS OF THE PASCUAL COMPANY, A REFERENCE POINT IN THE FOOD SECTOR, WHICH WITHIN THE CONCEPT OF "DOING THE BEST" CONTAINS ALL ITS HISTORY, MADE OF PASSION, TRADITION, QUALITY AND INNOVATION.

The attention to the planet well-being pushes Pascual to continuous innovation and to the use of increasingly sustainable solutions within its production plants, which are equipped with machines of the latest generation, such as SMI combined packaging machines of the CM FP range.

"Doing the best" means constantly improving to offer new products, new combinations of flavors, new sustainable packaging solutions and new packs.

Pascual has been collaborating with SMI for years for the packaging process of the production lines in Aranda de Duero (Burgos), Gurb (Barcelona) and some plants abroad (such as that in San Juan del Rio in Mexico, where 6 packaging machines are installed).

At the Aranda de Duero plant (Burgos) there are currently four packaging machines supplied by SMI for the secondary packaging, in particular two combined machines of the CM range, a shrink wrapper of the SK range and a packaging machine of the MP range for packaging 0.15 L, 0.2 L, 0.25 L and 0.5 L containers in 2x2, 1x2 and 1x3 clusters.

At the Gurb plant (Barcelona), a combined SMI packaging machine of the CM range was recently supplied to Pascual; this is used for packaging 1.5 L milk bottles in wrap-around cardboard boxes (in 2x2 and 2x4 formats) and in 3x2 100% recycled film-only bundles.

The choice to install a combined packaging machine of the CM range at the Gurb plant stems from the need to have a flexible machine able to meet the needs of a constantly evolving food market, which forces companies in the sector to adopt increasingly dynamic, competitive and flexible production processes. The frequent changes in consumer habits and preferences impose new competitive challenges and a great ability to adapt, on the "food & beverage" industry, both with regard to the range of products to be offered and the packaging.

The CM range does its best in packaging plants characterised by frequent changes in format or product, like the CM FP 800 model chosen by Pascual, that processes 1.5 L PET milk bottles in wrap-around boxes in 2x2 and 2x4 formats and 3x2 bundles in film only.

Main Advantages

All models of the CM range are designed to guarantee high levels of flexibility and versatility to the user. With the installation of just one single packaging machine, high-quality packaging can be produced in film only, tray + film, pad + film, tray only and board boxes completely or partially closed. The CM is a versatile machine, able to switch quickly and easily from one type of production to another and is the most suitable answer to intercept every new market demand, which also allows Pascual to manage the production process in an efficient, flexible and economical way. For instance, when the processing program involves packaging in tray or wrap-around boxes only, the heating tunnel and the film wrapping system are automatically deactivated by the machine control system.

Possibility to pack a wide variety of containers at a maximum speed of 80 ppm.

System equipped with a heating tunnel with metal chain, which ensures a better splicing of the film below the package.

The tray+ film and film only formats are made with the use of 100% recycled shrink film; it is an advantageous and eco-sustainable solution, which allows Pascual to give a second life to plastic and reduce the carbon footprint of the raw material.

The CM range is particularly suitable for bottling lines with frequent changes from one product to another or from one format to another, and to easily adapt to the future needs related to the marketing strategies of food & beverage producers.

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Asahi Group Eyes Opportunities in China

Asahi Group Holdings is eyeing expansion in China, particularly in 'top' cities including Shanghai and Shenzen said.

Asahi sees China as a country with 'significant potential', in both the on- and off-premise, as well as D2C. It described expansion there as a 'natural evolution' of the company's growth strategy in Asia.

Asahi Europe & International, which oversees the company's business in China, said, "Pursuing growth in China is a natural evolution of our growth strategy in Asia. We believe there is significant potential to be realised there, especially in the top five to seven cities."

Asahi's focus in China has historically been in 'Japanese channels' but the group is aiming to make waves in mainstream on- and off-premise outlets.

The spokesperson also highlighted the importance of e-commerce in China, adding the channel "provides us with significant reach". According to the International Trade Administration, China is the largest e-commerce market globally, generating almost half of the world's transactions.

Asahi will focus on its global beer brands in China, such as Asahi Super Dry and Peroni Nastro Azzurro.

Heineken 'Invests in Brazil'

Heineken is investing $16.3m in Brazil to increase the production of its non-alcoholic brand Heineken 0.0.

The capital will be used to build additional production capacity at Heineken's Araraquara factory in the state of São Paulo. The facility is positioned to supply the southern region of Brazil.

Heineken 0.0 was introduced to the Brazilian market in 2020, a year after its release in the US.

"We have registered a strong growth in the country by 2025, our expectation is to have 100% of our points of sale supplied with Heineken 0.0," Rodrigo Bressan, the supply chain vice president for Heineken's operations in Brazil, was quoted as saying by CNN Brasil.

In the first half of 2023, Heineken reported double-digit growth from its low- and no-alcohol business in Brazil. The Heineken 0.0 brand also saw double-digit growth, the company said.

Overall, Heineken said underlying net revenue from its beer business in Brazil "grew organically in the low-teens, driven by pricing ahead of the industry and premiumisation".

In May, Heineken invested $302.4m into two breweries in north-east Brazil to expand production of its Amstel, Heineken and Devassa beer brands.