



# International Sugar Organization

1 Canada Square  
Canary Wharf  
London E14 5AA

## EXECUTIVE DIRECTOR

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### Various sugar related articles

The Executive Director would like to draw your attention to the articles below all of which are relevant to the sugar sector.

#### Sugaronline – Ebriefing

##### INDIA: ISMA plans zero surplus sugar by 2023

The Indian Sugar Mills Association is planning to have zero surplus sugar by 2023 as supplies are diverted to ethanol production, according to Business World.

Abinash Verma, director general, said ISMA was putting together a road map so that every year producers reduce surplus sugar by two million tonnes by 2023. Currently, sugar industries produce six million tonnes of sugar surplus every year.

In order to accelerate conversion to ethanol, the automotive industry needs to make cars that can take 20% ethanol-blended petrol, he said, and the existing depots must increase ethanol tanking capacity across the country.

#### FoodNavigator.com

##### Coca-Cola launches paper bottle trial in Hungary

Coca-Cola plant-based drink, AdeZ, will roll out 2,000 bottles of its paper prototype: marking the first market test for the innovation.

<https://www.foodnavigator.com/article/2021/02/12/coca-cola-launches-paper-bottle-trial-in-hungary>

##### Coca-Cola: 'Our 2021 innovation pipeline has been shaped and coordinated for scale and impact'

Coca-Cola has been streamlining its portfolio: cutting down from 400 to 200 master brands. This doesn't mean the company has abandoned NPD, says CEO James Quincey – rather, he sees the strategy as clearing the way for the 'next generation of innovation'.

[Coca-Cola on 2021: innovation pipeline and pandemic recovery plan \(foodnavigator-usa.com\)](#)

#### Sugaronline Ebriefing

##### UK: Shell to step up biofuels

Royal Dutch Shell plans to extend its biofuels production and distribution business, it said in an update on Feb. 11, according to Oil and Gas People. The oil giant set out a strategy to accelerate its transformation into a provider of net-zero emissions energy products and services in the update. Shell sold more than 10 billion litres of biofuels in 2019, but is planning to step this up as it overhauls its business. Its joint venture Raízen, which produces low-carbon fuels from sugar cane in Brazil, announced the acquisition of Biosev on Feb. 8. This is set to increase Raízen's bioethanol production capacity by 50%, to 3.75 billion litres a year, around 3% of global

production. Furthermore, Shell aims to sell some 560 terawatt hours a year by 2030 which is twice as much electricity it sells today.

### **ZIMBABWE: Sugar exports at US\$76 million in 2020**

Zimbabwe National Statistic Agency (Zimstat) data has said that exports grew by 2.7% in 2020, according to New Zimbabwe.

Top exported products included sugar (US\$76 million), fruit juices (US\$5.6 million) and pastry products (US\$3.7 million).

"In terms of monetary value, the nation's exports stood at US\$4.39 billion, up from US\$4.28 billion recorded in the same period in 2019," Zimtrade said.

The World Trade Organization had projected last year "world trade is expected to fall by between 13 to 32% in 2020 as the COVID-19 pandemic disrupts normal economic activity and life around the world".

### **FoodNavigator.com**

#### **PepsiCo's launch of bubly bounce expands foothold in functional beverage space, consumer appeal**

PepsiCo expands its footprint in the burgeoning functional beverage category with today's launch of bubly bounce – the first RTD extension of the company's popular and playful sparkling water line that adds "just a subtle kick of caffeine" to help consumers resist the 2 pm siren song of a nap without hindering their ability to relax later.

<https://www.foodnavigator-usa.com/article/2021/02/12/pepsico-s-launch-of-bubly-bounce-expands-foothold-in-functional-beverage-space-consumer-appeal>

### **NETHERLANDS: Cosun sees profits increase in 2020**

Cosun Beet Company has gone from a slight loss in 2019 to a "satisfactory positive result" in 2020, Cosun's CEO said on Feb. 11, according to Boeren Business.

CEO Albert Markusse presented the annual figures of the cooperative saying that Cosun saw its profit for 2020 increase by just under 67% to EUR30 (US\$36.4) million.

Cosun Beet Company was able to make a solid profit, partly due to a rising sugar market, Markusse said.

Sales from customers such as soft drink manufacturers and the food service sector were hit by the coronavirus outbreak. However, prices on the global sugar market have been rising for some time and the underlying trend of an annual growth in sugar consumption of 1 to 1.5% remained positive, he said.

Cosun expects that Cosun Beet Company will be able to continue a positive trend this year, in view of the possibly falling sugar volumes in the EU and rising sugar prices. The company is also investing heavily in plant-based alternatives to sugar, anticipating trends in the food market, Markusse said.

### **FoodNavigator.com**

#### **Frutly 'teen' beverage fills white space in ambient juice category, says PepsiCo**

While there are plenty of beverages targeting young children, with recent launches from Kraft Heinz (Creative Roots) and Nestlé (Fruity Water) offering low or no-sugar options, there is a gap in the market for teens, claims PepsiCo, which says new launch Frutly fills "a white space in the ambient juice aisle."

<https://www.foodnavigator-usa.com/article/2021/02/12/frutly-teen-beverage-fills-white-space-in-ambient-juice-category-says-pepsico>