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Thai Aerosol Awards • SST Checkweigher • BAMA's Future of Aerosols

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14 Convenience drives aerosol food innovation

By Ava Caridad, Editorial Director

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On the Cover



This month's issue looks at the latest in spray food products. The good news? Aerosol pancakes are back on the shelves! And there is now spray tea and coffee, too. Read all about it on page 14.

Cover design by Don Farrell.

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Confessions of a tea snob

I'm a tea snob. I don't care who knows it. I'm proud of it. You can judge me if you like, because I'm certainly judging you when you put a tea bag in a plastic mug and then nuke it up in the microwave.

I own a samovar. I have Russian tea cups for drinking Russian tea (similar to the ones you see in the 1965 film version of *Dr. Zhivago*). I can tell if a tea has been grown in Kenya or not, just by tasting it. I believe tea pots should only be of a certain thickness. I recently had a word with my hostess at a baby shower because, not only was there no tea offered when the coffee urns rolled out, there was no boiling water in which to steep the tea I always carry in my purse. Her suggestion to put a tea bag in a styrofoam cup into the microwave died on the vine by the look on my face.

And speaking of coffee urns, did I ever tell you about the time I had lunch at the Waldorf Astoria, the *Waldorf Astoria*, for Pete's sake, a place that should know better, and the hot water for tea was contained in an unwashed urn that had plainly been housing coffee the day before? Yuck. Believe me, I let the coat-check attendant, whose name incidentally was "Yoda," hear all about that one.

I could go on and on. I could write a book about my second class, tea-drinking status and my condescension toward those who just don't get it. However, what I really want to write about was my excitement late last year when I learned there was now an aerosol tea! I never dreamed there would ever be such a thing, especially after my dreams of a Worcestershire sauce in a spray never came to pass.

Our cover story on page 14 features *The Best of the Leaf*, a black tea or green tea concentrate that utilizes bag-on-valve technology; one just squirts a quarter of an ounce of the concentrate into a glass of ice water or a cup of hot water for an instant tea break. You probably think a snob like me would scoff at this product, but you would be wrong. I couldn't wait to try it.

At first, out on the road, using hot tap water in a too-thick mug, the tea tasted off. However, when I got it home and prepared it *properly*, it wasn't bad at all. I use it at work when I run out of fresh-brewed iced tea. A little lemon, a little sweetener, a lot of ice...and it really does the job. Thumbs up to BOV Solutions for taking the chance on a product that some might deem "unsprayable."

Oh, and there is also a matching spray coffee product in the line (several of them). I've never actually tasted a cup of coffee, but I'm guessing *Best of the Bean* is pretty good. Let us know if you've tried it...



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Good to Go... Convenience continues to

AVA CARIDAD, EDITORIAL DIRECTOR

Two-thirds of U.S. consumers would use food and household products that were available as an aerosol, according to a recent survey commissioned by **Honeywell**.

The most popular food items requested were spray-on chocolate, spray-on salt and spray-on ketchup. Households with children had a larger demand for spray on chocolate than those with no children.

Ease-of-use was the main reason people cited for wanting more aerosol items, as they find them simpler to use than traditional bottles or tubes.

Concerns about the environmental impact of aerosols is fading, as less than half of respondents said they would be more likely to use an aerosol if they knew it had no environmental impact. Among consumers aged 18-24, that number dropped to 29%, according to the survey.

Currently, the most common types of aerosols used are for non-food items, except for non-stick food spray, which is used in 51% of households. However, that's all changing with the launch of coffee and tea extracts in a spray.

Drink up

Hernando, FL-based **BOV Solutions** announced it is the first to develop a cold-brewed liquid coffee bean extract using bag-on-valve (BOV) technology. To make a cup of coffee, consumers add the liquid coffee bean extract to hot or cold water or milk. Available in **Robust**, **Regular** and **Decaf** varieties, the coffee bean extract offers consumers a shelf life of three years without ever needing refrigeration or preservatives.

Paul Hertensen, CEO and Founder of BOV Solutions, said he knew the time was right to begin developing coffee and tea products using his company's BOV pressurized dispensing system after Keurig Green Mountain Inc. introduced K-Cup packs. K-Cup packs were developed so consumers could make one cup of coffee at a time and



drive aerosol food

so that coffee would remain fresher longer, but they require a special brewing machine and come with a high landfill impact and a high cost per cup.

Hertensen set out to offer consumers single-cup coffee convenience without the high costs and environmental impact. After three years, his company developed a single-cup coffee product that requires no machinery, stays fresher longer and comes in product packaging that is 100% recyclable. The BOV system uses a four-layer laminated pouch and aerosol valve to prevent both light and air from reaching the cold-brewed coffee bean extract.



BOV Solutions currently sells the coffee bean extract, available for private labeling, in 10-fluid-ounce packages. Each package can make up to 40 cups of coffee, depending on the consumer's strength preference. The package's size means it can easily be packed in a lunchbox or thrown in a purse and used by on-the-go, busy consumers.

Hertensen said it seemed to be a hit with younger consumers.

"The time has arrived for cold-brewed coffee," he commented. "In taste tests, younger consumers prefer our liquid cold-brewed coffee over regular coffee seven to one."

The coffee concentrate can also be used as a flavoring ingredient for foods like ice cream or baked goods.

New President & CEO for Clayton Corp.

Clayton Corp., a multi-divisional company that includes specializing in the design development and manufacturing of aerosol valves and plastic components for manufacturers across a variety of markets, including food, dairy and personal care, has announced the appointment of Barry Baker as President & CEO, which comes after the sudden passing of President & CEO Byron Lapin on Nov. 10, 2015. Baker has worked at Clayton



Baker

Corp. since 1998 and has held the position of COO for the past 12 years. During his tenure as COO, Baker championed projects that focused on quality and process improvements along with the development of new and innovative products.

"Clayton Corp.'s future is centered in innovation," explained Baker. "We will continue to design and manufacture aerosol valves and accessories that enhance the functionality of our customers' aerosol products. This will enable our customers to increase their market share and, even better, achieve growth in their markets."

"The leadership change from Byron to myself will be seamless with Clayton Corp.'s customers and employees," Baker continued. "In my seventeen years at Clayton Corp., I have had direct responsibilities in enhancing customer relations. Clayton is an industry leader in service (both value-added services and strong on-time shipping), product development and quality. I will continue to engage all of our employees in maintaining this position as an industry leader."

Baker is optimistic about the future of aerosol food and dairy products, as well as the personal care market.

"We see the aerosol food, dairy and personal care markets as an exciting business to be in. We feel aerosols are underutilized in these markets and we are developing new aerosol valves and accessories to better serve them. Clayton is currently working under proprietary agreements with a number of our customers on new aerosol technologies. My role will be as a change agent at Clayton Corp., to champion new developments in aerosol dispensing technology that will enhance growth in these markets."



Lapin

Byron Lapin had been the President of the privately-held company since 1970 and CEO since 1979, assuming the title after the retirement of his father Aaron "Bunny" Lapin.

Lapin's grandfather, Morris Lapin, emigrated from Russia in the late 19th. to St. Louis, MO, where he opened a dry goods store

Continued on next page

Clayton *Continued*

and then a clothing store. His oldest son Bunny, born in 1914, managed the clothing store in the early 1940s. In 1945, Bunny developed the idea of packaging whipped cream in an aerosol can.

"Reddi-wip was born," stated Byron Lapin during an interview in 2014, "First sold through milkmen in St. Louis, distribution soon spread throughout the country." Eventually, Bunny sold Reddi-wip and founded Clayton Corp.

When Byron Lapin was appointed President in 1970, he initiated a number of growth programs both inside and outside the core aerosol valve business. He grew the business with a strong focus on Clayton's customers, associates and the introduction of innovative products. Under his direction, Clayton Corp. grew twenty-fold in annual sales and employee count, according to the company.



"It has no bitterness," Hertensen added. "All the bitterness has been removed."

The same technology is also being used to package tea concentrates in **Black** and **Green**. At-home preparation for those also requires just the dispensing of a quarter of an ounce of the concentrate into a glass of ice water or a cup of hot water.

"Tea is also a cold-brewed process," Hertensen said. "We get the pure flavor of the tea."

The technology has patents pending around the world, Hertensen explained.

"What we actually patented was the ability to put a coffee or tea concentrate into a bag on valve. We also patented putting the bag-on-valve into a dispensing system."

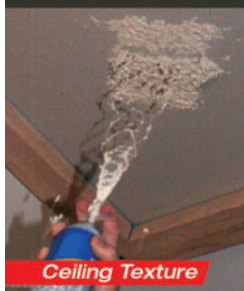
The **Best of the Bean** coffee and **Best of the Leaf** tea products are not currently "on the shelf," however, they are being sold on Amazon.com.

The **Summa Café** (U.S.) and **Green Summa Café** (overseas) line is also sold online in the U.S. and in stores overseas in Japan, Taiwan and Malaysia. Best of the Bean and Best of the Leaf come in a can from CCL with a label from Consolidated. Green



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Summa Café comes in a can from DS Container that sports a Lindal BOV and actuator and a Consolidated label.

BOV Solutions' profits from sales of the coffee and tea packaging will be donated to a new veterans' organization that provides an outdoor recreational retreat area for disabled veterans as well as firefighters, police officers and other first responders who have become disabled through the performance of their duty as public servants.

Healthy, tasty, quick and colorful

Convenient and fast food preparation without sacrificing taste or presentation is what aerosol foods are all about.

For seasoning foods, **Par-way Tryson Co.** offers

Vegalene Buttery Delite, Vegalene Olive Mist and Vegalene Garlic Mist. The premium Vegalene Buttery Delight delivers the wholesome flavor of butter in a more convenient way; gourmands can now add a burst of butter taste to breads and rolls, as well as ramp up



the richness of grilled cheese sandwiches, seafood, vegetables and sautéed meats in seconds, while avoiding the waste, labor and contamination worries that come with melted butter. It comes in a 211x604 can manufactured by DS Containers, with a cap from Cobra Plastics and a valve from Summit.

Vegalene Garlic Mist can be used before or after cooking. It is suitable for finishing garlic breads and breadsticks, or adding an unmistakable garlic accent to sautéed meats, fish, vegetables and other grilled favorites.

Vegalene Olive Mist adds a Mediterranean flair to everything from grilled panini sandwiches, pizza crusts and pastas to antipastos, vegetables and salads. The caps come from Cobra, the cans from DS Container.

Kernel Season's Butter Spritzer is a premium butter flavored oil blend in a can. Spritz it on freshly popped popcorn to add flavor and help seasonings stick. One spray of Popcorn Spritzer



Spray cheese marketer gets sold

An affiliate of **Peak Rock Capital**, an Austin, TX-based private equity firm, recently announced that it has acquired Dakota, IL-based **Berner Food & Beverage, LLC**. Founded in 1943, Berner is a manufacturer of shelf-stable food products and beverages, including aerosol cheese products (American, Cheddar, Sharp Cheddar and White Cheddar); cheese dips, spreads and sauces and coffee- and latte-based drinks.

"Our acquisition of Berner highlights Peak Rock's continued desire to invest in industry leading food businesses where we can leverage the extensive sector experience of our principals and an experienced management team to drive growth and operational improvements," said Anthony DiSimone, CEO of Peak Rock Capital.

When an aluminum aerosol turns a product into a success story, it's not magic, it's CCL.

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