



Press Release

Healthy and delicious: black beans, soy beans and sesame

Black is beautiful: food manufacturers and consumers are discovering ‘black foods’

April 2008. Black is beautiful. Black clothing has always expressed a timeless elegance and now black foods are attracting attention. Natural food products such as black sesame, black beans and black soy beans are healthy, great-tasting energy packs for the human organism. As consumers become more aware of health and nutrition issues, food producers the world over are taking a growing interest in the healthy qualities of black natural foods – and the range of ready-to-drink and ready-to-serve ‘black food’ products available in aseptic carton packs is expanding.

In traditional Chinese medicine, foods are divided into five colour categories: green, red, yellow, white and black. Each group is believed to have a direct influence on certain organs. Green foods aid liver function, red foods strengthen the heart. Yellow products are believed to stimulate the spleen, and white the lungs. According to Chinese medicinal belief, black foods have a particularly beneficial effect on kidney function. A sensible, balanced diet incorporating products from all five colour groups is thought to help keep the whole organism healthy and fight illness. Studies have shown that black food products are full of fibre, amino acids, minerals and trace elements. They are also rich in antioxidants which protect against cell damage by binding free radicals.

‘Black food’ is red hot in Asia and the hype is heading west, according to Euromonitor International. With obesity and the associated health risks a growing global problem, consumers are under increasing pressure, not least through relentless media cover-

age, to adopt a more sensible attitude to what they eat. Consumers with their own well-being in mind are taking more care to ensure their meals contain a healthy balance of nutrients. Against this background, health-conscious consumers are turning their attention to highly nutritious black foods.

Foshu provides information

In Japan foods are given Foshu status (foods for specified health use) if the compounds they contain can be scientifically proven to have significant health benefits. Foshu is the Japanese equivalent of the US Health Claim given by the FDA (Food and Drug Administration). A number of products containing black soy beans have been given Foshu status. These soy beans are especially rich in proteins and fibre and due to their high isoflavone and anthocyanin content they are thought to protect against cancer and lower cholesterol levels more effectively than their yellow and white counterparts. Isoflavones are also thought to fight premature skin ageing and help skin retain its elasticity. Black soy beans are used in traditional Chinese medicine to relieve headache, rheumatoid arthritis and the discomfort of the menopause.

Black is beautiful

Korean company Hanmi Whole Soymilk is convinced of the health properties of black soy beans. Under the brand name 'Whole Soymilk' the company is launching a premium drink in combibloc *Mini* 200 ml. Hanmi also fills a black soy bean drink in combibloc *Mini* 200 ml as a private label for Korean retail chain "Home plus" (**photo: Hanmi**).

Founded in 1988, Hanmi is now one of Korea's leading soy drinks producers. Cho Sang-kyun, CEO at Hanmi: "We have developed a process that enables us to manufacture soy products in a way that is especially gentle on the nutrients. This process has now been patented. We know from experience that, by aseptically filling the product in carton packs, our carefully manufactured products are packaged safely and are well protected. This goes for our drinks containing black soy beans which are gaining in popularity because – as the saying goes – 'black is beautiful'. Consumers realise that by putting some thought into their choice of drink, they can give themselves an extra helping of good health. And we can use the display surfaces of the carton pack to communicate the healthy added values of the products".

Pasteur Milk Co Ltd has chosen a particularly eye-catching design for its black soy bean drink. The product is on sale in Korea in combibloc *Mini* 190 ml strikingly packaged in elegant black (**photo: Pasteur Milk**). "Modern Asian consumers who are

very clued-up when it comes to health and nutrition, are really getting to grips with their food. They want information about what they are buying – carton packs score highly in this respect, and for us they are an important tool that enables us to respond to consumer demands right there at the POS, putting convincing arguments for choosing a particular product right in front of their eyes”, says Jeon Bum-Jae, Marketing Director at Pasteur Milk Co in South Korea.

Back to black

Ayurvedic doctrine draws on ancient learning and this centuries-old practice holds black sesame in high regard believing it to be beneficial for bone density. Modern science has now shown the ancient teachings to be correct. Black sesame is rich in antioxidants, calcium, proteins, iron and magnesium. Because it strengthens the bones, black sesame can help in the treatment of osteoporosis and it has a hand in keeping tissue fibres firm as well as boosting liver and kidney function. Due to the high proportion of unsaturated fatty acids it contains, black sesame can also help to inhibit cholesterol production in the body.

With this in mind, Thai food manufacturer Lactasoy offers a soy drink containing natural black sesame packaged in combibloc *Mini* 125 ml with drinking straw (**photo: Lactasoy**). Phanwana Mahasup, Advertising Manager and Marketing Coordinator at Lactasoy: “Particularly on account of its high protein content, products containing black sesame are real all-rounders. They are ideal for children and growing adolescents as well as for sportspeople, vegetarians, pregnant women and people recovering from illness. In addition to Vitamins A, B₁, B₂, D and E our soy drink with black sesame also contains an extra portion of calcium and iron from natural black sesame”.

Black beans take centre stage

Black beans are prized in Asia for their many valuable ingredients and the beneficial effects these have on health. They are a natural aid to lowering cholesterol and maintaining blood sugar level. Moreover they are virtually fat-free and are packed with proteins and antioxidants. With this nutritional benefit behind it, Seoul Dairy Cooperative, Korea’s leading dairy company, has launched a black bean milk in combibloc *Mini* 180 ml (**photo: Seoul Dairy**). The company has a 40 per cent market share in the dairy products sector in Korea. Lee Yong, Marketing Manager at Seoul Dairy: “Thanks to the compounds they contain, black beans act as a natural source of healthy nutrients. They help destroy free radicals in the body and protect against heart disease, cancer and premature ageing. In our new product, we have combined these

qualities with the beneficial properties of black sesame and black rice. Here in Korea black rice is also known as 'medicine rice' because it is so rich in vitamins, minerals and antioxidants. This cocktail of ingredients is therefore extremely healthy. In the handy carton pack with drinking straw, the drink is perfectly portioned and the ideal companion for when you are out and about".

Health for all

Korean Sahmyook Foods is concentrating on black soy beans. Jin Gyu Oh, CEO at Sahmyook: "For us, the black soy bean is the 'queen of beans': used in our drink, it tastes fit for a queen, and it is also very healthy. Packaged in aseptic carton packs, the product has no preservatives or artificial colourants and offers consumers an extra helping of calcium". The company has opted for combibloc *Mini* 140 and 195 ml (**photo: Sahmyook**) to package the drink.

Sahmyook Foods was founded in 1985 and is one of the leading food companies in Korea, now. The company's guiding principle has always been to give consumers foods that form part of a healthy diet. Today, Sahmyook is the top provider of soy products in Korea. "Eating healthily shouldn't be the privilege of just a lucky few. Our aim is to put high-quality products, perfectly packaged, within everyone's reach. We follow this principle in the quality of the foods we package and the packaging technology we use. We are involved in ambitious nutrition education programmes which we run jointly with schools and other establishments", says Jin Gyu Oh.

With regards to marketing activities for 'black foods', Sahmyook is a pioneer in Korea as well. The company started with soy products including black sesame – and expanded its product range soon after the great success of these products by adding drinks with black soy beans to its portfolio. Other Korean companies followed suit and launched 'Me-too'-products.

Classic in black

In Mexican cuisine, black beans, known as 'frijoles negros', are an indispensable part of many meals accompanying traditional dishes such as burritos and enchiladas. They are also served as soups or salads. Food manufacturer Sabormex launched 'La Sierra' brand black bean purée in combibloc *Standard* 750 ml and combibloc *Small* 250 ml in Mexico, setting new standards in convenience (**photo: La Sierra**). Stephanie López Katz, Marketing Manager for 'La Sierra': "Our aim is to give the market bean products that taste like homemade. Before, we have only offered our classic bean recipes in cans. With the bean purée in a carton pack, we are expanding our product range and

we are confident that with our new market presence, we will be appealing primarily to young families whose everyday lives now differ completely from those of earlier generations. People are finding it harder to spare the time to cook fresh meals every day. More and more often, modern households are resorting to convenience foods – but without losing sight of the fact they want good quality products. Carton packs protect the product; they are easy to transport and can be stored for extended periods without refrigeration. Quality plays an important role in healthy eating. Black beans are perfect in this regard: they are extremely rich in fibre and packed with protein, and they contain just 0.75 grams of fat per portion. So they are great for the heart and for bone structure”.

SIG Combibloc is one of the world's leading system suppliers of carton packaging and filling machines for beverages and food. In 2007 the company achieved a turnover of 1,235 million Euro with around 4,000 employees in 40 countries. SIG Combibloc belongs to SIG Holding AG in Switzerland, which is part of the New Zealand based Rank Group.

Picture caption (Hanmi):

Korean company Hanmi Whole Soymilk is convinced of the health properties of black soy beans and is launching a premium drink in combibloc *Mini* 200 ml, under the brand name 'Whole Soymilk'. Hanmi also fills a black soy bean drink as a private label for Korean retail chain 'Home plus'.

Photo: SIG Combibloc

Picture caption (Pasteur Milk):

Pasteur Milk Co Ltd has chosen a particularly eye-catching package design for its black soy bean drink. The product is on sale in Korea in combibloc *Mini* 190 ml packaged in elegant black.

Photo: SIG Combibloc

Picture caption (Lactasoy):

Black sesame is rich in antioxidants, calcium, proteins, iron and magnesium. As well as helping build strong bones, it is thought to help in the treatment of osteoporosis and has a hand in keeping tissue fibres firm as well as boosting liver and kidney function. With this in mind, Thai food manufacturer Lactasoy offers a soy drink containing natural black sesame, packaged in combibloc *Mini* 125 ml with drinking straw.

Photo: SIG Combibloc

Picture caption (Seoul Dairy):

Black beans are prized in Asia for the compounds they contain. They help lower cholesterol and keep blood sugar levels constant. They are virtually fat-free and are packed with proteins and antioxidants. With this nutritional punch behind it, Seoul Dairy Cooperative, Korea's leading dairy company, has launched a drink containing black beans in combibloc *Mini* 180 ml.

Photo: SIG Combibloc

Picture caption (Sahmyook):

Korean Sahmyook Foods has high hopes for black soy bean products. The company has opted for combibloc *Mini* 140 and 195 ml to package its drinks.

Photo: SIG Combibloc

Picture caption (La Sierra):

In Mexican cuisine, black beans, known as 'frijoles negros', are an indispensable part of many meals accompanying dishes such as burritos and enchiladas. Food manufacturer Sabormex launched 'La Sierra' brand black bean purée in combibloc *Standard* 750 ml and combibloc *Small* 250 ml in Mexico.

Photo: SIG Combibloc

Your contact:

Heike Thevis – Press Officer
SIG Combibloc GmbH
Rurstrasse 58, D-52441 Linnich, Germany
Tel: +49 2462 79 2608
Fax: +49 2462 79 17 2608
Email: heike.thevis@sig.biz