



Welcome to Tetra Pak Ice Cream Update: a new team, a new newsletter, and a new direction. In this Update we want to relay what we believe is relevant information on new equipment and systems, not only in the UK and Europe, also in the rest of the World.

For those of you who have dealt with us for years (and I will be polite and not mention how many years) you will already have noticed some changes. In place of regional account managers in the UK who covered all areas of dairy, beverage, cheese and ice cream production we now have specialist teams to cover each segment of the industry.

The Ice Cream sector is covered by David Hannah in the south and James Clarke in the north.

David Hannah has been with Tetra Pak for nearly 20 years and has extensive knowledge of Tetra Pak, the UK ice cream market, automation and control, and process plant. David covers the South of England and

South Wales from The Wash in the east, across the top of Birmingham and into Wales.

David Hannah, Mobile: 07788 915463
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James Clarke joined Tetra Pak last year bringing with him 10 years of experience in the food and packaging industry, servicing giants such as Richmond and Unilever. James covers the North of England, North Wales, Scotland, and the whole of Ireland.

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If you have a general enquiry, or just want some more information, just drop us a note on tpuk.icecream@tetrapak.com



Bruce Hogg of Divito's Ice Cream receives his digital picture frame

Review of ICA 2007

For those of you who visited David and myself on our stand at ICA '07, thank-you, it was good to meet so many of you.

As well as eating what some might consider very odd flavours of Ice Cream (Sweetcorn and Marmalade being the oddest) we were able to introduce our new UK team to many of our existing, as well as new, customers. During 2008 we plan to cement those relationships and will visit as many sites as we can. We have already booked for ICA '08, and look forward to seeing you all there.

It seems that one of the biggest attractions on our stand was not the pristine high quality equipment on display but our 'give-away' 3D wooden Ice Cream Puzzles: C'est la Vie. The prize draw for the puzzles and a digital picture frame was conducted by Leslie of the ICA.

international awards including the prestigious British, European and Champion of Champions cup. In addition, Franks won the coveted titles Britain's best dairy ice cream and Britain's best ice cream... and now they have won Tetra Pak's set of wooden ice cream puzzles.

Siobhan McElhinery of Mauds Ice Cream
(3D Wooden Puzzle)

Mauds Ice Creams is the largest producer of dairy ice cream in Northern Ireland, supplying over 200 outlets across the whole of Ireland, with over 160 flavours of Ice Cream, though non as tough as our wooden puzzles.

Jez Allman of Green Solutions Ltd
(Squishy Cow)

Green is an eco-friendly consultancy that specialises in commercial strategies focussing on developing packaging and material solutions that are environmentally responsible. They will highlight additional opportunities for your business to become greener – and this doesn't cost the earth!
www.greenecopackaging.com

A few words about our winners:

Bruce Hogg of Divito's Ice Cream
(Digital Picture Frame)

Ronnie Dallavalle of Frank's Ice Cream
(Pair of Wooden 3D Ice Cream Puzzles)

Originally established in 1920, Franks Ice Cream has long been acknowledged as one of the UK's leading manufacturers of premium dairy ice cream. Franks has won over 80 regional, national and

Upcoming events

The Ice Cream Alliance Show
Harrogate
4-6 November 2008

The Nantwich International
Cheese & Dairy Show
Nantwich
29 July - 30 July 2008



Visit our website for more information
www.tetrapakprocessinguk.co.uk



Leslie of the ICA makes the competition draw with David Hannah.



Introduction to Danice

Danice is a name familiar to all our European colleagues, but not to us in the UK. Danice is a "one stop shop" for consumables, knowledge and know how, be it sprinkles, cones, or sticks; all specific to the Ice Cream industry.

Ever since Danice Services was founded in 1980 they have provided ice cream manufacturers with a wide variety of products and services. Now, 28 years later, they are proud to have so many loyal customers who appreciate the way they are served.

Today Danice services also cover the provision of technical support, ice cream know-how and assistance with ice cream management and marketing.

Danice's vast portfolio includes all the materials necessary for ice cream production:

- Milk and whey powders
- Milk and vegetable fats
- Cocoa powders
- Stabilizers and Emulsifiers
- Natural and artificial flavours and colours
- Ripples and dry ingredients
- Wooden and plastic spoons and sticks
- Packaging materials

For further information go to www.danice.com

New upgrades available for 2008

One of the major advantages of Tetra Pak Hoyer equipment is its lifespan. We build equipment to last. So much so, we are still servicing and upgrading equipment made in 1947. Of course, while this equipment is very reliable and may well last for another 50 years, technology is continually changing and there are better ways of doing things. This is where Tetra Pak upgrades fit in.



Exchange Pump for Hoyer Continuous Ice Cream Freezers

We have a wide range of upgrades which will give your equipment a whole new lease of life. An extensive range of more than one hundred upgrade solutions exists for Hoyer machines and equipment from Tetra Pak. Basically, when a new feature or construction is developed, it will be made available, where possible, for existing machines. Based on your actual production data it is possible to give a clear picture of the financial benefits from an investment in an upgrade. We will also calculate the expected payback time.

Example 1: Bearings for hardening tunnels

After working closely with SKF, the World's leading bearing manufacturer, we have developed a maintenance-free, hygienic "no-lube" design which is ideal for the fast paced food industry. Coupled with a warranty of up to five years the savings in maintenance and downtime are huge.

Example 2: Lubrication-free chain for hardening tunnels

Again no maintenance, longer life, reduced downtime and reduced risk of contamination to your valuable products.

UK Upgrades Tour

Our Head of Upgrades plans to visit the UK in March to help UK customers benefit from these possibilities and cost savings. Contact James or David for more information. Email: tpuk.icecream@tetrapak.com Website www.tetrapakprocessinguk.co.uk

Tetra Pak Pump Exchange Program for Hoyer Freezers

When it comes to Ice Cream, one of the hardest working and most critical parts of the process is the Ice Cream Pump, which is why Tetra Pak has developed the Pump Exchange program for our customers.

If your pump goes down, an overhaul (if you have the spares on site) can take 4-8 hours. If you don't have the spares, you are looking at a couple of days, and if serious wear or damage is the problem, the downtime could be even longer. A straight swap for a spare unit takes half an hour and you are back in production.

Advantages

- A re-conditioned pump is as good as a new pump
- Full warranty as per a new pump
- Quicker overhaul of freezers since the pump is complete and ready to fit
- Same volumetric accuracy as a brand new pump
- Exchanging existing pumps with factory reconditioned pumps will reduce the risk of breakdown and downtime
- Cost is as low as 60% of the cost of a new pump

Which parts will be renewed?

- The impeller
- The star wheel
- CIP end cover with crescent
- Piston rod and piston head, when necessary
- All gaskets, O-rings and bushings

Which parts will be re-used?

- The pump housing will be re-chromed and honed according to original specifications
- The CIP cylinder housing
- The end cover
- Testing of the Exchange Pumps
- All exchange pumps will be tested on our specially constructed test bench
- The capacity of the pump is tested against a 6 bar back pressure according to our quality specifications for new pumps