

## Wearable tech is set to 'revolutionise' online orders

E-commerce and fulfilment is in "the early stages of a new revolution" in which wearable technology will transform deliveries and online orders, UK courier Fastlane International has claimed.

Amazon shoppers can already buy using voice technology on an Android Wear watch, while Scania has worked with Sony Mobile to launch the Scania Watch.

Fastlane predicts smart watches and glasses will transform deliveries. Spokesman David Jinks said: "The future for Google Glasses may be a little out of focus, but other companies already have production versions. Delivery drivers wearing smart glasses can seamlessly digitally record deliveries as they are made."

# Tech will 'drastically' alter food supply chain

## Andrew Don

New technologies that tap sustainability, convenience and health trends could dramatically change the structure of food supply chains in the near future, Rabobank has predicted.

Technologies and innovations such as 3D printed food, wearable technology and smart shopping tools had the potential to "drastically change the market," the Dutch-based bank's food and agribusiness research and advisory department's new report, *What's Cooking in Tomorrow's Kitchen*, claimed.

"Traditionally static consumption patterns have undergone a transformation, and we



Alternative ingredients like insects are tipped for growth

believe there are now three prevalent consumer mindsets for food buying: sustainability, convenience and health," said Rabobank analyst Jelle Groot.

"Understanding these mindsets and using appropriate innovations could have a game-changing effect on food

processors' businesses."

Sustainable innovations tipped for widespread growth over the next five to 10 years include alternative ingredients such as algae and insects. However, the bank warned there could be challenges regarding scale, cost competitiveness and consumer

acceptance. Companies would also have to carry out "significant" R&D, marketing and promotion to develop products at a price shoppers would be prepared to pay.

The report highlighted online shopping and smart shopping tools as innovations that reduced time, effort and energy.

And it predicted health innovations such as wearable technology, self-tracking apps, 3D printed food and handheld food scanners were "set to rise in popularity" and could be widespread in two to five years.

"Technologies such as wearable devices and smart shopping tools are already changing consumer mindsets and demands," Groot added.

## Fruitapeel unveils 'one-stop shop' for fruit juice processing

Fruit juice and smoothie producer Fruitapeel has ploughed £2.3m into a new high pressure processing facility it claims has made it the only UK manufacturer able to directly extract, bottle and treat juice all from one site.

The company, which supplies branded and own-label products, will use a Hiperbaric 420 HPP machine to produce fresh drinks at its South Wales facility from April.

Currently favoured by brands including Coldpress and Savse, the



Fruitapeel will use an HPP machine to produce drinks

technique removes the need for heat treatment – thereby protecting nutrients – deactivates harmful bacteria and extends the shelf life for up to two months.

However, the method is only available through

standalone 'toll-packers' in the UK, which means that products are manufactured in one place and are processed in another.

Now Fruitapeel is planning to offer all these services "under one roof", stripping transport costs out of the supply chain. It will also offer a similar 'toll-pack' service in addition to handling its own products. "We've got a one-stop shop," said sales & marketing director David Taylor. +

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## Smart warehouse for Poskitts' Asda orders

Asda supplier Poskitts Carrots has introduced a new warehouse management system.

The system, designed by software developer Amethyst Systems, receives orders from Asda automatically, works out how many pallets are needed, the space needed for delivery and manages order picking by employees.

If there is a shortfall, the system also allows Poskitts to send an amended order form back to Asda and the price is adjusted automatically.

It has been designed to integrate with Asda's new order process, which was introduced fully last month. "At Poskitts, we wanted to be in a position where we could continue to meet and exceed Asda's key performance indicators when their order system changed," said MD Guy Poskitt.

"The transition from an approach that relied on manual data input and complex admin to this state-of-the-art system is saving us several hours of admin a week to process 100 orders."