GLOBALIZATION OF BEVERAGE INDUSTRIES: Innovations Are Keys

Take a look at your beverage you drink. Most beverages (and foods) we usually consumed are the product of globalization. Globalization has affected many aspect of life of society; including food (and drink) culture. That is one important reason why we publish FOODREVIEW International. With globalization also, consumers are becoming integrated and more and more sophisticated. The increased consumer awareness regarding the close association between food, nutrition and health has driven the development of functional foods - and drinks - product in the market. Above of all; it has to be realized that food safety is a prerequisite of food quality.

To response to ever increasing demand on safety, quality, and functionality of food products food industry need to improve their innovation skill. And, indeed, innovations are keys.

Consumers like to see and taste something different, something new. Innovation in packaging, modification in flavors, or addition of functional ingredients - for examples - are essential for beverage industries to assure that their products is relevant and timely in the eyes of consumer. In addition to product innovation; other essential element for success are manufacturing and system innovation. Better equipments, better control, more efficient process, including better internal controls - to say a few - are essential component for the industry to be able to provide safer and better value of food and stay ahead of the competition.

One aspect of winning ingredients for the competition is uniqueness. Specifically for Indonesian beverage industry; exploration of the unique characteristics of Indonesian beverages is a must. Indonesia is well known for its richness for herb and spices; and many traditional drinks of Indonesia are formulated using the variety of species; rich in flavor and potentially also rich in health functionality. Bandrek, bajigur, sekoeng, es gojobod, bir pletok, STMU and many more are example of Indonesian traditional beverages waiting to be explored, developed and industrialized.

Finally; please remember the old proverb ... you are what you eat; is actually also you are what you drink - globally.

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1Globalization is a process of interaction and integration among people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology (http://www.globalization101.org/what-is-globalization/).