



*Refriso Bebidas increases its PET capacities*

## The many flavours of Brazil

Brazil is the third largest market in the world for consumption of carbonated soft drinks, helped also by its warm climate. One of the main players in this enormous “business” is located in Sorocaba, a town close to San Paulo in Brazil, where the company Refriso Bebidas has its headquarters. To increase the capacity of the 2l- bottle PET line, the Brazilian company recently purchased from SMI a stretch-blow moulder and a shrinkwrapper which are able to reach production speeds of 18,000bph and 35 packs per minute.

The majority of carbonated soft drinks brands produced in Brazil has, as their basic ingredient, a fruit, seed or extract deriving from locally-grown plants.

In fact, in this large South American country, there is an exceptional variety of fruits, a large amount of which are used in the industrial production of fruit juices and carbonated soft drinks. Just think of guarana-based drinks, which are made from a seed grown in the Amazon forest, whose consumption in Brazil exceeds that of cola-based drinks.\*

Refriso Bebidas occupies a strong position among carbonated soft drinks manufacturers in Latin America. The company has been able to seize

market opportunities and meet the growing demand for soft drinks which has been witnessed in Brazil in recent years.

Faced with an increasingly demanding market, Refriso has managed to diversify its product portfolio, which now includes numerous brands of carbonated soft drinks, colas, energy drinks, fruit juices and other beverages. The “Bacana” brand is among the most successful of the Brazilian company and includes carbonated soft drinks in several different flavours (cola, cola light, guarana, lemon, Tutti Frutti and grape, to name just a few). Other product brands offer an equally broad range of beverages with the flavours of cola, guarana, grape, pineapple, etc.

### Production technology

The Refriso production system is completely automated and enables rapid transitions from one container to another and one pack configuration to another.

To enhance production of the 2-l PET bottles, for bottling products under the “Bacana” brand, Refriso Bebidas turned to the technical expertise of SMI, opting for a 10 cavity stretch-blow moulder from the Smiform SR series; for end of line packaging, the Brazilian company chose an Smiflexi LSK 35F shrink-wrapper, which packs 2-l PET bottles in 3x2 shrink film packs. The machine is also, however, able to package other types of containers already used



Refriso Bebida's production line is completely automated

by the Brazilian company, such as aluminium cans. SMI do Brasil, SMI's local branch, has played a crucial role in advising Refriso of the best solutions for its present and future production requirements. All drinks which leave the company's plants

are subjected to continuous quality controls by a dedicated technical team. An equal amount of care is put into the selection of raw materials and suppliers.

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### \*Guarana and guarana-based soft drinks

The indigenous peoples of South America have always considered guarana to be an elixir of life; an extremely valuable plant which provided them with food and a means of curing disease, alleviating pain and increasing physical stamina, by virtue of its tonic and stimulating properties. Only the seeds of this plant were used, which each tribe used according to its own "recipe". Tradition has it that clusters of half-open fruit were collected and put into containers filled with cold water to extract the outer layers. After being cleaned, the extracts were roasted over a low heat and reduced to a powder, to which a small amount of water was added to form a smooth paste. From this mixture "log" shapes were extracted and smoked on a fire of resinous wood. The log obtained in this way was grated when required.

Guarana is widely used in South America to prepare a famous soft drink, which is slightly fizzy, known by the same name, which, especially in Brazil, is synonymous with "soda". The drink looks and tastes similar to cola-based drinks. It has a slightly stimulating effect and a sweet taste. As a medicine, it is available in tablets, sticks and, better still, powder. Still today, guarana is used to improve concentration, physical and mental stamina and to bring energy to the body.

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