

SOURCE: ATECH - The Ohio State University



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World Leader of Natural Flavor Ingredients Forms Agreement With The Ohio State University

Deal Improves the Freshness and Quality of Packaged Foods and Beverages

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COLUMBUS, OH and WOOSTER, OH--(Marketwire - March 31, 2009) - [The Ohio Agricultural Research and Development Center](#) (OARDC) of [The Ohio State University](#) today announced that [Rudolf WILD GmbH & Co. KG](#) of Heidelberg, Germany has contracted for research and development services aimed at delivering breakthroughs in processing, packaging and storage techniques for fruits, vegetables, beverages and a selection of prepared entrees. The University's commercialization unit, known as [ATECH](#), was responsible for the structure of the negotiated deal. ATECH is supported by both OARDC and Ohio State University Extension.

OARDC, with research facilities in Columbus and Wooster, Ohio, is the largest and most comprehensive [agricultural bioscience research](#) institution of its kind in the United States. Through its [Center for Advanced Processing and Packaging Studies](#), leading edge applied research is carried out in areas such as environmentally sound and energy efficient heating, rapid cooling for [aseptic processing](#) and extended product shelf-life and self-contained pouch packaging. The technologies that will be further developed as a result of this new collaboration will focus on these three areas. "This gives us a great opportunity to deliver better tasting, more

attractive and more nutritious foods to more people than ever before," stated Dr. Steven A. Slack, Associate Vice President for Agricultural Administration and Director of OARDC. He added, "Although the work will be performed in Ohio, the benefits will be felt by people all over the world. It goes to the heart of our global mission."

Founded in 1931, WILD is the world's leading privately owned manufacturer of [natural flavor](#) ingredients for the food and beverage industry. After WILD's Capri Sun® made the company a market leader in Germany in the mid-1970s, the unique fruit drink began to spread worldwide. Capri Sun has long been the world's leading children's drink, produced in 18 countries while enjoyed in over 100. WILD's pledge to sustainable operations is demonstrated through its branded products. Capri Sun, in Germany for example, is made with fruits only from controlled, integrated cultivation, thereby protecting natural resources to the greatest extent possible. Capri Sun also supports many initiatives for children in the areas of healthy nutrition, active lifestyle, and social competence. WILD has received several awards for its dedication to social causes.

As a company that deals primarily in raw material processing, WILD is specifically obligated to protect resources and operate with sustainable measures. WILD uses raw materials obtained by environmentally friendly means, optimizes all production and work processes, and minimizes or reutilizes waste and emissions. "OARDC gives us access to world leaders in [food and beverage processing technology](#)," according to Dr. Axel de With, WILD's Chief Research Officer. He added that, "The researchers at OARDC are on the leading edge of applied uses for [ohmic heating](#), rapid cooling and aseptic packaging. These technologies offer great promise for us. WILD's goal is to use heating, cooling and packaging with great precision so that we capture and deliver all that our food and beverage products have to offer to the consumer. Collaborating on these key projects also gives us the chance to work together with scientists who are as passionate as we are about delivering and preserving the best of what the planet has to offer to us in highly nutritious food and drink. This collaboration with Ohio State gives us the chance to continue to move products into the market quickly as well as responsibly."

About Rudolf WILD

With the vision of producing alcohol-free beverages using purely natural ingredients, Rudolf Wild founded the company in Heidelberg, Germany in 1931. Today, WILD is the largest private producer of natural ingredients for the food and beverage industry. Its three core businesses are the production of natural ingredients, development of consumer products and supplier of processing equipment for the food industry. The company's INDAG division is the world's leading supplier of stand up pouch making and pouch filling equipment for the beverage industry. Rudolf WILD has production sites throughout Europe; Dr. Hans-Peter Wild, Rudolf WILD's owner, also owns WILD Affiliated Holdings which has manufacturing locations in North America and China.

About ATECH

ATECH is the commercialization arm of The Ohio State University's College of Food, Agricultural and Environmental Sciences. The charter of ATECH is to combine the agricultural bioscience research capabilities of OARDC with the knowledge delivery strengths of Ohio State

University Extension. Through this combination, ATECH is able to ensure that the complete breadth of Ohio State's agricultural [bioscience research](#) is market-focused, results driven and ready for deployment. For more information, visit <http://www.oardc.ohio-state.edu> and click on the ATECH link or visit <http://atech.osu.edu>.

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