

# SHELF/live

**Ampol Food puts traditional curries into carton packs:**

## Thai cuisine meets modern living

**SHELF**profile

**Customer**

Ampol Food Processing Ltd.

**Brand**

Roi Thai

**Category**

Food

**Market**

Thailand

**Launch**

May 2008

**Format**

combiblocCompact 500ml, combiblocSmall 250ml

**Varieties**

Green curry, Yellow curry, Massaman curry, Panang curry, Red curry

**Five classic taste sensations hit the market**

Thai food manufacturer Ampol Food Processing is launching five varieties of traditional Thai curry in aseptic carton packs. Under the brand name 'Roi Thai' the company is offering green, yellow and red curries along with authentic Massaman Curry and Panang Curry in combiblocCompact 500ml and combiblocSmall 250ml. Thanks to their combinations of ingredients, Thai curry dishes are famous the world over for having a distinctive tanginess – this piquancy however quickly subsides in the mouth. The aim of the company was to give the market traditional curry specialities that taste like home-made and are all ready to eat within a few minutes after heating up and adding some vegetables and meat. Thai curry in a carton pack is a world first. The products have been offered under a different brand name in cans. Ampol Food Processing is convinced that the carton pack is perfect for keeping the quality of foods. The specific properties of the composite material and the aseptic filling process ensure that the wholesome ingredients, colours and flavours of the products are retained. The curries can be kept for an extended period even without refrigeration. The new 'Roi Thai' curries made their world debut at the 'THAIFEX – World of Food Asia' trade fair in Bangkok.

Thai consumers see carton packs as a modern and convenient form of packaging that is exceptionally easy to handle and the gentle UHT process guarantees optimum product quality.

**Quality: original Thai taste**

The five classic Thai curries will be sold in Thailand first. However, plans are already being made to export the products. Ampol Food Processing is already considering bringing out other types of traditional Thai meal in aseptic carton packs.

**Ampol Food Processing Ltd.**

Founded in 1988, Ampol Food Processing Ltd. is now one of Thailand's leading producers of coconut milk. The company started by exporting fruit and vegetables and then invested in producing and filling UHT coconut milk, becoming the first manufacturer of UHT coconut milk in Thailand. Since 1996 Ampol Food Processing has also been active in the juice sector. To keep up with the new trend for healthy eating, the company has launched products such as Fit-C Konjac Drink with 25% fruit juice, Pro-Fit Job's Tears cereal drink, and V-Fit young rice milk cereal drink. Today, the Bangkok-based company employs over 700 people.



## Glittering debut:

## Milk drink with cereal grains in trendy packaging

**Customer**

Inner Mongolia  
Yili Industrial  
Group Co., Ltd.

**Brand**

Yili

**Category**

UHT milk drink

**Market**

China

**Launch**

2008

**Format**

combibloc*Mini*  
250ml  
with straw

**Varieties**

UHT milk drink  
with Thai rice  
and Euro wheat  
flavours

**The milk with that something extra**

Inner Mongolia Yili Industrial Group Co., Ltd. has launched two varieties of UHT milk drinks. Containing chunky cereal grains in two flavours – ‘Thai rice’ and ‘Euro wheat’ – the drinks are sold in combibloc*Mini* 250ml. Both new milk drinks have 10 per cent grain content, offering consumers the balanced nutrition of milk protein, vegetable protein and grain fibres.

**Glittering prospects**

Yili believes a special product deserves a special look. The combibloc*Mini* aseptic carton pack really shines for the new product, in the truest sense of the word, thanks to its metallic-effect look. The unusual design really

jumps out at consumers. This eye-catching look guarantees the product positioning that Yili is after: modern and healthy in every way.

**A strong and dedicated performer**

Over the past ten years, Inner Mongolia Yili Industrial Group Co., Ltd. has grown from a regional provider to become China’s leading dairy firm. The company is active mainly in the milk and milk products, ice cream, powdered milk, yoghurt and raw milk sectors. In 2007, the exclusive dairy products sponsor for the Olympic Games in Beijing reached its sales target of RMB 19.36 billion (USD 2.53 billion).



## Mengniu on course for success with new concept:

## UHT milk drink with real oat particulates

**Customer**

Inner Mongolia  
Mengniu Dairy  
Industry (Group)  
Co., Ltd.

**Brand**

Mengniu

**Category**

UHT milk drink

**Market**

China

**Launch**

2008

**Format**

combibloc*Mini*  
250ml  
with straw

**Varieties**

UHT milk drink  
with oat

**Successful: UHT milk drinks with plus factor**

Following the successful launch of UHT milk containing pieces of real fruit, Mengniu has expanded this concept to produce a UHT milk with cereal grains. Catering to Chinese consumers’ growing awareness of health and nutritional issues, the premium product containing real oat grains is filled in combibloc*Mini* 250ml. In its elegant black carton pack, the product really captures consumers’ attention. Aimed primarily at young office workers, this milk drink offers nutrition of milk and oat grains, and lets consumers actually experience the added value.

**Inner Mongolia Mengniu Dairy**

Founded in 1999, Inner Mongolia Mengniu Dairy Industry (Group) Co., Ltd. is now one of China’s largest dairy manufacturers, generating sales of RMB 21.32 billion (USD 2.78 billion) in 2007. The company owns more than 20 production facilities in 15 provinces throughout China and has a portfolio of more than 100 products. Mengniu continues to pursue its strategy of invigorating the Chinese market with an expanding range of dairy ideas.

**Milkplus offers added value**

Competition has become fiercer in recent years and product differentiation is vital to achieve sustainable growth. The filling technology from SIG Combibloc makes it possible to fill milk drinks with particulates in aseptic carton packs. This new product concept milk*plus* stands for innovation and added value while offering consumers a new taste experience with enhanced nutritional value.



Carton pack – the perfect packaging for ready-meals and sauces:

## Slice open, heat and enjoy

SHELFprofile

**Customer**  
Mars LLC

**Brand**  
Gourmania  
for Dinner

**Category**  
Ready-meal

**Market**  
Russia

**Launch**  
July 2007

**Format**  
combiblocCompact  
300ml

**Varieties**  
Fried Chicken in  
Creamy Mushroom  
Sauce, Tongue Azu  
with Vegetables,  
Seafood Cocktail in  
Cheese Sauce,  
Bolognese Sauce  
with Tomatoes  
and Vegetables,  
Creamy Carbonara  
with Bacon

### Ready to eat and delicious

With the launch of the brand 'Gourmania for Dinner' in combiblocCompact 300ml, Mars LCC is meeting the demand for maximum convenience, high quality standards and delicious taste. The ready-to-serve products are quick to prepare and enjoy thus providing a real alternative to frozen and dried products.

### Exclusive recipes provide variety

Before, only soups in 250ml and 500ml carton packs have been offered under the Gourmania brand name. With the launch of the new 300ml carton pack, Gourmania's diverse product range was extended and now also includes traditional meals such as chicken in creamy mushroom sauce, tongue azu and seafood cocktail,

as well as Italian pasta sauces such as Bolognese and Carbonara. All these recipes have been worked out by the famous chef of one of the popular Moscow restaurants.

### Food perfectly packaged

All products are manufactured from top quality natural ingredients and do not contain any preservatives or flavour enhancers. Mars has found that aseptic filling technology offers the best conditions to safeguard product quality: it retains the flavour and aroma as well as the colour and texture of the contents. The product can be kept for up to a year without refrigeration. Mars is currently the only company in Russia that aseptically fills liquid foods containing chunky ingredients.



Coca-Cola launches new products in Poland:

## Cappy – full of natural goodness

SHELFprofile

**Customer**  
Coca-Cola HBC  
Polska Sp. z o.o.

**Brand**  
Cappy

**Category**  
100% juice, nectar,  
fruit drink

**Market**  
Poland

**Launch**  
March 2008

**Format**  
combifitPremium  
1,000ml  
with combiSwift

**Varieties**  
Juices: Orange,  
Apple, Tomato,  
Pulp orange,  
Cloudy apple;  
Nectars:  
Grapefruit,  
Blackcurrant;  
Fruit drinks:  
Fruits and Carrot,  
Multivitamin,  
Strawberry

### Something to suit every taste

At the beginning of March, Coca-Cola HBC Poland launched its Cappy-brand products in combifitPremium 1,000ml with combiSwift, in ten delicious new flavours. The new product range includes 100% juices, nectars and fruit drinks, with premium variants such as Cappy Naturally Cloudy Apple Juice and Cappy Orange Juice with pulp.

### Premium quality for wholesome added value

In all product categories, the company is following the current trend for health and wellbeing. Cappy offers natural nutrients such as Vitamin C, potassium and fibre for the daily good health of the whole family. Aseptic filling technology ensures that all the nutrients are retained during product manufacture. But that is not enough for Cappy:

to make sure they get only the best out of the natural products they use, experts at Coca-Cola HBC Poland are continuously working on techniques to optimise their manufacturing methods.

### Grand entrance at POS

To accompany the launch of the new Cappy products in combifitPremium with the handy combiSwift screw cap, a major marketing campaign is being run in the press, cinema, on television and the internet. And Cappy has even taken to the streets: Cars emblazoned with the brand's fresh fruity image are attracting consumer attention, and whetting the appetite for more. At point of sale, specially designed refrigerators, attractive positioning and product samples are helping to boost sales.



Almarai counts on added value products:

## Lactose-free milk in combifitPremium

**Customer**

Almarai

**Brand**

Almarai

**Category**

UHT milk

**Market**

Saudi Arabia

**Launch**

January 2008

**Format**

combifitPremium  
1,000ml

**Variety**

Lactose-free milk

### The 'Because we Care' strategy from Almarai

One of Almarai's main goals is to always give consumers the best that milk has to offer, helping the company maintain its leading position in the Gulf-Region's dairy industry. With the manufacture and launch of the first lactose-free milk in combifitPremium 1,000ml, Almarai is showing once again that it is a real pioneer in its region when it comes to new products. Previously, lactose-free products were hardly available and were imported.

Through extensive research, Almarai has found that as much as 25% of people suffer from lactose intolerance, with 79% of these being unaware of their condition. Lactofree is a new product from Almarai specially formulated for sufferers of lactose intolerance.

Made from 100% milk, Lactofree contains vitamin D and lactase enzymes. Lactase enzymes separate lactose into glucose and galactose, which are easily digested. Without the lactase enzymes, lactose may be absorbed directly into the gut and can cause digestive disorders. Lactofree enables those who suffer from lactose intolerance to digest and absorb milk without the side effects and discomfort associated with the condition.

### Lactofree creates added value

In saturated markets, standard products will not generate the required margins. Competitive pressure on manufacturers is growing and with it the need to set products apart from those of the competition. This is the approach Almarai has taken.

While one litre of UHT milk costs about 3.50 Saudi Rial (SR), lactose-free milk is selling at 5 SR.



Back to nature:

## The pleasure of pure milk every day

**Customer**

CAPSA

**Brand**

ATO NATURA

**Category**

UHT milk

**Market**

Spain  
(Catalonia only)

**Launch**

March 2008

**Format**

combifitPremium  
1,000ml  
with combiSwift

**Varieties**

Full-cream milk,  
Semi-skimmed and  
Skimmed milk

### Pure and simple, healthy and delicious

Since March 2008 ATO NATURA has been available in Catalonia in combifitPremium 1,000ml. In line with the motto 'Less is more', ATO NATURA offers the pleasure of pure milk for every day and every consumer through a naturally enriched milk. 'Naturalness' as a product concept is new in Spain's premium milk sector, and the ATO NATURA brand is positioning itself as a premium milk of exceptionally high quality. ATO guarantees this high quality by working only with selected Catalan farmers. Innovative forms of stock farming as well as feeding the animals only a high-grade feed supplemented with linseed, ensure the products are always first-class.

### Packaging and product form a single unit

The premium characteristics of the products are reflected in the combifitPremium packaging solution: simultaneously natural, simple and modern, premium quality and environmentally sound. The combiSwift screw cap, which allows the carton pack to be opened and reclosed with ease, offers consumers an added benefit. In a market survey commissioned by ATO in late 2007, combifitPremium emerged as the clear winner with consumers.

### Quality right down the line

As Spain's dairy market leader, CAPSA strives to offer products that meet consumer expectations in terms of quality, environmentally sound treatment and

convenience and fit in with their modern idea of nutrition. With the launch of ATO NATURA, CAPSA is once again putting its trust in the filling technology from SIG Combibloc for this outstanding product.



## New partnership:

## Pulau Sambu opts for flexibility

**Customer**  
Pulau Sambu

**Brand**  
SUN Kara

**Category**  
Food Ingredient

**Market**  
Indonesia

**Launch**  
April 2008

**Format**  
combiblocCompact  
200ml

**Variety**  
Coconut milk

**Carton packs replace metal cans**

Since March 2008 the first CFA 612 filling machine from SIG Combibloc has been in operation at Pulau Sambu, Indonesia's leading manufacturer of coconut milk products. The company's SUN Kara brand is extremely popular in Indonesia. The SUN Kara coconut milk, previously sold in cans, is now making its debut on the Indonesian market in the combiblocCompact 200ml aseptic carton pack. The flexibility of the SIG Combibloc system is a crucial factor for Pulau Sambu to offer the coconut milk in different volumes.

**Switch brings flexibility**

Pulau Sambu has many years experience in manufacturing and filling coconut milk products. The company has now decided to switch from cans to aseptic carton packs. The flexible filling technology from SIG Combibloc enables Pulau Sambu to respond swiftly and decisively to changing market conditions. Another reason for the switch from cans to carton packs is efficient production with low rates of wastage.

**Plenty of room for extra benefits**

Pulau Sambu is using the four fully printable display surfaces of the carton pack to offer consumers an added benefit: customers can now find about 60 different recipe suggestions on the packages, from coconut syrup to banana cakes and typical Indonesian dishes. Now the packaging has even become a cookbook!



## Fit and active with Don Simón:

## More products in combifitMini

**Customer**  
J. G. Carrión

**Brand**  
ACTIVO

**Category**  
Fruit juice

**Market**  
Spain

**Launch**  
April 2008

**Format**  
combifitMini  
200ml  
with straw

**Varieties**  
Mediterranean,  
Caribbean

**Fruit juice drinks with milk provide variety**

The Don Simón combifitMini range is growing. Following the successful launch of premium smoothies and juices in combifitMini 200 and 250ml in Great Britain and Spain, Spain's leading juice manufacturer, J. García Carrión, is now also filling its booming Activo products in combifitMini 200ml.

**Milk and fruit – a successful and healthy combination**

Activo Don Simón is a combination of fruit juice and milk, appealing mainly to active, sporty young people. This drink has a high nutritional value because it includes the energy and mineral salts from the fruits, the proteins from the milk as well as the Vitamins A, C and E. And all this fat-free.

Activo products are available in Spain in four flavours: Tropical, Caribbean, Mediterranean and Multifruit. The Mediterranean and Caribbean varieties have been available in combifitMini 200ml since April 2008; the other varieties will follow suit.

**Packaging format as success factor for premium products**

Handy, practical and ideal for on-the-go consumption: with combifitMini, a robust, lightweight carton pack has been developed that stands apart from the competition on the supermarket shelf and underlines the premium character of a product. The special design makes the package easy to hold and easy for children's little hands to deal with as well.



## Break-time drink for kids:

## Golden Corn Tea – a new taste in combiblocSmall

**Customer**  
Sunprofits

**Brand**  
Nülife

**Category**  
RTD Tea

**Market**  
Taiwan

**Launch**  
April 2008

**Format**  
combiblocSmall  
300ml  
with straw

**Variety**  
Corn flavour with  
barley extract

**Handy carton pack, trendy flavour**

Since April 2008 ready-to-drink tea from Nülife has been available on the Taiwanese market in corn with barley extract flavour. With this product Sunprofits is aiming primarily at school children and teenagers. The sweet taste of corn is very popular with young Taiwanese consumers and Sunprofits has taken advantage of this preference to create a completely new flavour in ready-to-drink tea – Golden Corn Tea. In the handy combiblocSmall 300ml carton pack with drinking straw, the drink is perfect as a thirst-quencher for on the go and at school break time. An extensive marketing campaign supports the launch of the new product.



The Golden Corn Tea was selected for the cover page of April edition of 'Distribution News', a major magazine for trade in Taiwan.

**Successful from the very first carton pack**

Sunprofits International INC, founded in Taiwan in 1968, started manufacturing drinks in 1985. Just one year later, the successful Nülife brand – today popular in many countries – was introduced. From the very beginning Nülife was filled in carton packs from SIG Combibloc. After six years Sunprofits was able to list record sales of a billion carton packs. In 2007 package number five billion left the factory.



## New mustard sauce in combiblocCompact:

## Two Unilever brands combine their culinary expertise

**Customer**  
Unilever

**Brand**  
Knorr

**Category**  
Cooking sauce

**Market**  
France

**Launch**  
January 2008

**Format**  
combiblocCompact  
300ml

**Variety**  
Mustard sauce

**An authentic and sophisticated product, tailored to today's consumer needs**

Today's consumers are keen buyers of sauces and cooking bases to simplify day-to-day food preparation. Combining Knorr's creativity with Maille's expertise has produced a new and tasty sauce. Knorr naturally used the unique and authentic Maille mustard to create its new Mustard Sauce, which can be used to make high quality recipes and spice up basic and sophisticated dishes. It is a perfect accompaniment to white meat, poultry and fish, giving them just the right touch of spice.

**combiblocCompact: practical and convenient**

Reflecting the brand itself, whose innovations continue to revitalise the sauce market, packaging solutions must meet the needs of today's consumers. The combiblocCompact carton

pack from SIG Combibloc was chosen for its convenience, in addition to outstanding product protection and preservation. The 300ml format is ideal for disposable use in cooking and is very easy to handle. Knorr also uses the back of the packaging to share suggested recipes so that consumers never run out of ideas.

**Knorr – Unilever's leading brand**

Knorr is Unilever's most successful brand. The group is one of the world's largest manufacturers of food and personal hygiene and homecare products. It has more than 200,000 employees in 150 countries generating a global turnover of EUR 39.7 billion.

**Maille – originality, sophistication and expertise**

Dating back to 1747, the Maille brand rapidly developed a solid reputation thanks to the wide range and high

quality of its mustards and vinegars. Now a synonym for tradition and sophistication, Maille continues its development activities in the gourmet food area, offering new mayonnaise and vinaigrette products.



Healthy indulgence:

## Light cream, handy packaging

**Customer**  
Milch-Union  
Hocheifel eG

**Brand**  
MUH

**Category**  
UHT cream

**Market**  
Netherlands,  
Germany

**Launch**  
May/July 2008

**Format**  
combifit*Small*  
200ml  
with combiSmart

**Varieties**  
Light cream  
(7% fat)

**Less fat, more convenience**

Following the successful launch of combifit*Small* with combiSmart, Milch-Union Hocheifel (MUH) is now also filling UHT cream in the handy small carton pack with screw cap.

The light cream has been available in combifit*Small* 200ml in the Netherlands since May 2008, and in Germany since July 2008. With only 7% fat, the light cream is right in line with the current trend for healthy, low-fat products making it ideal for the diet-conscious consumer.

**Small carton pack for precise measuring**

The wide opening allows drip-free pouring and easy, precise measuring of portions. The carton pack protects the product from light, can be easily

reclosed and safeguards the contents against external odours in the fridge. This makes the little carton pack a real alternative to cans and plastic, especially for products such as condensed milk, sauces and cream.

**Growth ensures lasting success**

Last year MUH celebrated its 40<sup>th</sup> anniversary. Since its formation the company has grown into one of Europe's biggest UHT milk producers. To do this, the group with more than 600 employees has focused on sustained and carefully planned growth. In 1998 the previous maximum of 500 million kilograms of milk processed per year was exceeded for the first time. In 2008 the company expects to process more than a billion kilograms.



The perfect portion size, conveniently packaged:

combifit*Small* conquers the French market

**Customer**  
Candia

**Brand**  
Babette and  
Babette Spécial Chef

**Category**  
UHT cream

**Market**  
France

**Launch**  
March 2008

**Format**  
combifit*Small*  
200 and 300ml  
with combiSmart

**Variety**  
Extra light  
UHT cream  
(3% fat),  
Liquid UHT cream  
(18% fat)

**Something new with Babette**

Babette always stood out from the competition on the UHT cream market. To establish itself on the fast-growing market segment of extra-light creams, Candia launched Babette extra-light cream with 3% fat in combifit*Small* 200ml. Another product innovation, 'Babette Spécial Chef' with 18% fat is filled in combifit*Small* 300ml with combiSmart. The packaging represents a significant departure from traditional UHT cream carton packs.

**Babette: now you can be a chef too!**

Babette takes advantage of the current health and pleasure trend by implementing an extra-light cream with only 3% fat. This dairy speciality, however, still offers all characteristics of a liquid cream and is ideal for both sweet and savoury recipes. The product is perfect for preparing warm dishes like quiche

and gratin or for the topping of sweet desserts. 'Babette Spécial Chef', the first liquid cream in France with 18% fat, perfectly binds sauces and innovates through its unique 300ml format. combifit*Small* with combiSmart is a very convenient packaging solution. The combiSmart closure enables the carton pack to be easily opened and closed. The wide opening allows drip-free pouring and precise product measuring.

**Candia: quality comes first**

Candia introduced the Babette brand in 1995, creating at the same time a new category among UHT cream products: the semi-thick and multi-use cream segment. Owned by the dairy cooperative Sodiaal, Candia has become the first drinking milk brand in France and Europe thanks to its high-quality products and creative strategy.



Added value concepts:

## Plant extracts bring new impetus

### Rediscovered: the healing powers of nature

The ancient Egyptians, Sumerians and Babylonians swore by the soothing and healing powers of plants to treat health problems. Today product developers in the food industry are focusing on the time-honoured healing powers of nature. In the face of growing consumer scepticism towards medicines manufactured with chemicals and increasing interest in functional foods with natural, wholesome ingredients certain plant extracts are providing new impetus for creative added-value concepts.

The oldest known written records of the properties of plants are well over 4,000 years old. Plant substances and herbs have been in use that long to add flavour to food, to enhance nutrition, and they are valued for their stimulant, restorative and curative properties. The market for medicinal plants and products containing plant extracts is booming and with just ten per cent of the approximately 2,000 known varieties of medicinal plants currently researched there is plenty of potential for future growth.

Taiwan food manufacturer Hey Song Corporation is making use of the power of ginseng with its Hey Song-brand sports drink. In combibloc*Small* 330ml the sports drink is aimed at sporty, active young adults. The herbal extracts used in the product help increase stamina and stop muscle cramps.

'Fresh your mouth' from Hey Song is a thirst-quenching drink and a mouthwash in one. The refreshing feel in the mouth giving fresh breath after drinking is achieved by adding Champex, a plant extract obtained from mushrooms. This extract works to break down foul-smelling molecules in the oral cavity, leaving breath smelling sweet. The drinks are available in a variety of flavours in combibloc*Small* 300ml.

### Natural ingredients provide added value

Food manufacturers today need an added-value strategy if they want to generate more profitable margins. Especially in saturated markets, standard products just will not generate the required results. Product innovations that allow manufacturers to differentiate products from those of the competition are in demand.

Today a drink has to be so much more than just a drink. It has to go beyond offering the standard features of a drink – it has to quench thirst quickly and give something extra. Globally, in 2007 more than 50 per cent of all new products in the NCS sector had added-value qualities. Concepts for energy, fitness and sports drinks with functional properties feature very prominently among the new product types. In this respect, it was North America, Asia and Western Europe in particular that launched the greatest number of new product concepts. It is assumed that in Eastern Europe and South America as well, the number of product innovations with added value will rise considerably in the next year. In addition to a wealth of new drinks made from nutritious 'super fruits' such as pomegranate and cranberry, and a wide range of teas, energy drinks containing herbs and plant extracts are also growing in importance.

Korean company Hanmi Whole Soymilk uses ginseng, combining the active substances of the traditional root with soy and saponin. Saponin is well known in phytochemistry for its restorative, anti-inflammatory, diuretic, expectorant and stimulant properties. Hanmi only uses red ginseng that has been aged for at least six years. The drink is available in combibloc*Mini* 200ml.



### Herbal fat-burner

According to market studies, almost 40 per cent of Taiwanese consumers expect functional added value from ready-to-drink packaged products. Drinks containing active substances to speed up the metabolism and to help with weight loss are in greatest demand and beauty products are also increasingly catching consumers' attention.

Taiwanese company Chen Kou Wei Food (CKW) Enterprise Co. Ltd. adds the extracts of 'Velvet Foot' mushroom (*Flammulina velutipes*) and Fibersol-2™ to its products. Thanks to its resistance to digestion, the pure vegetable maltodextrin fibre Fibersol-2™ works as a fat-binding dietary fibre. The 'Velvet Foot' contains active substances thought to have a strong antibacterial effect and to stimulate pancreatic function and cleanse the skin. The combination of the active ingredients of these two plant extracts in the RTD-tea is believed to help in breaking down the dietary fats consumed in foods. Further products are enriched with pine bark. Pine bark has potent antioxidant properties, works as an anti-inflammatory agent and enhances the production of collagen, elastin and nitrogen oxides, which improve skin texture and appearance.

Under the brand name 'Ku Tao' (Super Oil Cut), Chen Kou Wei offers a range of teas in *combifitPremium* 1,000 ml and *combiblocSmall* 330ml enriched with extracts of 'Velvet Foot' mushroom and Fibersol-2™. For everyone who prefers a fruity variety or one with vegetables Chen Kou Wei offers its 'Super Beauty' brand nectars in *combifitPremium* 1,000 and 500ml. These drinks also contain pine bark extract.

In the US, Island Aseptics offers a green tea with ginseng and honey under the 'Arizona' brand name in *combiblocSmall* 350 ml aimed primarily at figure-conscious young consumers with an eye to a healthy diet.

Korean Sahmyook Foods supplements its soy drink filled in *combiblocMini* 200ml with ginger and jujube berry extracts. Ginger root contains substances that have an anti-inflammatory effect and stimulate digestive function. The active components of the jujube berry have a relaxing, stress-reducing effect and purify the blood and are thought to soothe sore throats.

### Ginseng: 'the root of life'

Ginseng, also known in Asia as 'the root of life', is one of the most common medicinal plants used in added-value products globally. The root of this member of the *Aralia* family has been used in traditional Chinese medicine for more than 2,000 years. Extracts from the ginseng root are believed to have antibacterial properties, revitalise the body when fatigue and weakness strike, and have a beneficial effect on performance and concentration. As well as the traditional Asiatic ginseng, Siberian ginseng from the Taiga root is also well known in herbal medicine (phytology) – this is generally considered to be milder than its Asiatic equivalent and thus more easily tolerated by many people, although the active substances it contains are exactly the same. The older the root, the more potent the active substances that can be extracted from the plant.



**Powerpack: ginger and jujube**

Food manufacturers increasingly count on rather unknown plants. Korean Sahmyook Foods, for example, supplements its soy drinks with ginger and jujube berry extracts. By combining it with soy and ginger, the company created a product that represents a veritable power pack for physical health. The jujube is also known as the Chinese Date or Red Date and its ingredients have a relaxing effect, purify the blood and are thought to soothe sore throats. Ginger root contains substances that have an anti-inflammatory effect and stimulate digestive function and it is also credited with soothing properties in cases of colds, muscle pain and rheumatism.

**Aloe Vera for beauty**

The juice of the fleshy Aloe Vera leaves helps lower cholesterol, guards against cardiovascular disease, reduces blood sugar and stimulates the immune system and the metabolism. Aloe Vera is also a potent agent for tackling skin problems and allergies.

The healthy soy drink from Korean manufacturer Pasteur is perfect for drinking when you are out and about. Enriched with red ginseng, coconut and honey, this healthy little power pack is available in combibloc*Mini* 200ml.

Glockengold Fruchtsaft GmbH in Germany is another company that is focussing on Aloe Vera. Under the brand names 'wellness' and 'balance' it offers the active component in an apple-plum drink and a soy drink flavoured with pineapple and coconut in combibloc*Standard* 1,000ml.

Thai food manufacturer Tipco F&B is launching a range of vegetable and plant juices in combibloc*Premium* 1,000ml. With its Spinach/Wheatgrass and Aloe Vera varieties, Tipco is targeting the figure-conscious consumer. Spinach contains a wealth of minerals, Vitamins A, B and C, iron, calcium and magnesium. This combination works to regenerate cell function and re-energise. It is also thought to be beneficial for bone density.



## Anniversary relaunch in combiblocMidi:

## New packaging reinforces high-quality positioning

**Customer**

Cooperativa Agropecuária Petrópolis LTDA.

**Brand**

Piá

**Category**

UHT milk

**Market**

Brazil

**Launch**

February 2008

**Format**

combiblocMidi 1,000ml with combiLift; combiblocMidi 500ml with V-Perforation

**Varieties**

Whole (1,000 and 500ml), skimmed milk (1,000 and 500ml) and semi-skimmed milk (1,000ml)

**Anniversary relaunch**

Cooperativa Agropecuária Petrópolis LTDA is one of southern Brazil's leading dairy products manufacturers. This year the company can look back on a corporate history spanning 40 years, and the management board is using the occasion as an opportunity to give its Piá dairy brand a fresh boost by launching the new combiblocMidi format.

**The pleasure of fresh milk daily**

Piá is sold as full-cream milk and skimmed milk in combiblocMidi 500 and 1,000ml, and as semi-skimmed milk in combiblocMidi 1,000ml. The flexibility of the filling machines from SIG Combibloc is of critical importance for Cooperativa Agropecuária Petrópolis LTDA. Eduardo Miguel da Silva, Marketing Manager of the Piá brand: "We've decided to launch the first UHT milk in 500ml volume in Brazil because this is the ideal packaging

solution for singles and health-conscious consumers – especially women who prefer skimmed milk and buy whole milk for the kids".

**Popular format: combiblocMidi**

"When it came to selecting a specific format, combiblocMidi with combiLift was the obvious choice" says da Silva. The results of a survey carried out by the Ipsos Institute show that combiblocMidi is very well regarded by consumers; 93 per cent of respondents indicated that the new carton pack is visually more appealing and ergonomically better than the previous packaging. The handy combiLift closure mechanism also met with widespread approval, as it allows the carton pack to be opened and reclosed with ease. The results indicate that 84 per cent of respondents questioned would prefer the new packaging to other formats available on the market.

**Wine in combiblocMagnum:**

Ideal for long summer evenings

**Customer**

Quargentan S.p.A.

**Launch**

March 2008

**Brand**

Vinidor

**Format**

combiblocMagnum 1,500ml with combiTop

**Category**

Table Wine

**Varieties**

White wine, Red wine, Rosé wine



**combiSwift – new closure for Cappy:**

New varieties, greater convenience

**Customer**  
Coca-Cola Hrvatska

**Launch**  
May 2008

**Brand**  
Cappy

**Category**  
100% juice, nectar

**Market**  
Croatia, Bosnia and Herzegovina

**Format**  
combiblocPremium  
1,000ml with combiSwift

**Varieties**  
Orange, Multifruit, Apple, Black currant, 100% Orange, Pineapple. New: Tropic, Fruit snack with Carrot



**Vanilla dessert in combiblocCompact 500ml:**

Just right for the sweet of tooth

**Customer**  
Mlékárna Hlinsko

**Launch**  
April 2008

**Brand**  
Tatra – Crème šodó

**Category**  
UHT milk desserts

**Market**  
Czech Republic

**Format**  
combiblocCompact  
500ml

**Variety**  
Vanilla



**Al Amoudi choses combiblocMini:**

Fun, modern drink in handy packaging

**Customer**  
Al Amoudi

**Launch**  
May 2008

**Brand**  
Delta

**Category**  
Near water

**Market**  
Saudi Arabia

**Format**  
combiblocMini  
200ml

**Variety**  
Cola



**White wine in combiblocSmall 250ml:**

Valrian turns every meal into something special

**Customer**  
Antartic SA

**Launch**  
May 2008

**Brand**  
Valrian  
(private label)

**Category**  
Wine

**Market**  
France

**Format**  
combiblocSmall  
250ml

**Varieties**  
White dry table wine



**Fruit drink, nectar and tea from 'My Love' – packed with lots of love:**

Tea in combiblocMini hits Korean market for the first time

**Customer**  
Woongjin

**Co-packer**  
Hanmi

**Brand**  
My love

**Category**  
RTD tea, fruit drink, nectar

**Market**  
Korea

**Launch**  
March 2008

**Format**  
combiblocMini  
200ml with straw

**Varieties**  
Black tea; Apple, Orange (fruit drinks); Grape (nectar)



Imprint

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