

Product profile

Chelyabinsky Dairy, Russia



Perviy Vkus offers 'first taste' of Maxi Diamond Curve® carton in Russia

In September 2010, Chelyabinsky Dairy, based in the Ural region of Russia, re-launched and re-branded its Perviy Vkus dairy range. A high quality, extra fresh range, the relaunch featured Russia's first Maxi 1.5 litre Diamond Curve® carton in the dairy sector. Other Elopak carton formats in the range include one litre, 500ml, 330ml and 250ml Pure-Pak Curve® and Mini Diamond Curve® cartons.

Market Information

Chelyabinsky Dairy Factory is one of the biggest producers in the Ural region. It was important for the company to maintain the market share of its one-litre cartons following this relaunch, whilst also carving out new market areas with the other sized packs. The Mini Diamond Curve® carton is ideal for 'walk and drink' consumption occasions, whereas the Maxi Diamond Curve® is perfectly suited to family consumption – resulting in a one-litre market that has not been cannibalised by other sizes.

The design concept is based around the four seasons as seen in Russian country landscapes; winter for milk, spring and summer for fermented products and autumn for bio products.

The range includes 2.5% milk, 3.2% milk and baked milk – ryazhenka – which is a traditional Russian high viscous milk. An extra high quality, selected milk called Otbornoe (3.9%), features a special night landscape depicting a typical Russian winter morning. This is because the best time to drink milk is fresh from the cow in the morning. Other dairy products in the range are creams, yoghurts, Kefir and Snezhok – a sweetened sour milk.

Marketed as 'the purest, fresh milk', the range is designed to provide adults with the quality and goodness of fresh milk that they enjoyed as children. Perviy Vkus, which literally means 'first taste', is aimed at capturing the naturalness of milk experienced by Russian consumers as children, alongside a 'grown-up' maxi package.

Mini Diamond Curve® carton sales were 20 per cent higher than expected because it is an ideal convenient, ergonomic and functional package for the 'grab and go' market. The larger 1.5 litre Maxi Diamond Curve® is aimed bringing fresh, pure milk to all members of the family with real value. Added functionality provides consumers with a better grip due to the Curve® panel, plus excellent pouring with the larger Elo-Cap® closure.

Retail Price

One-litre Pure-Pak® with 2.5% fat content has an average price of 27.5 rub (roughly equivalent to 0.70 EURO)

Technical Information

All Diamond Curve® cartons come with an Elo-Cap® closure.

Additional Information

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