

Product profile

Artashat Cannery, Armenia



Amare premium juice captures 50% market share in Curve®

In April 2010, Artashat Cannery in Armenia launched Amare natural juice in Pure-Pak® Curve cartons. The premium-quality range meaning 'summer every day', combines 19 varieties with outstanding vivid designs.

Market Information

Historically, the Armenian market has been dominated by imported juices, which held around 70% of the market before Amare's launch. There has traditionally been heavy competition amongst juice manufactures in Armenia, with brick and glass the most common forms of packaging.

In contrast, the Pure-Pak® carton is associated with expensive imported juices, thus its image is highly premium. Uniquely suited to Amare's quality positioning, it complimented the brand's fresh and modern selling message. The high-quality juices and premium packaging were backed up with creative brand designs and innovative promotion – creating a route-to-market that has been classed a 'perfect launch' by Artashat.

Within a year of its initial launch, Amare had grabbed 50% of the entire market thanks to its choice of premium format. An innovative marketing strategy in which fruits have been used in the representation of everyday objects has lent the brand plenty of visual appeal. The 'Fresh and Modern' campaign has included outdoor advertising and television advertising.

Nectar varieties in one-litre Pure-Pak Curve® include; Apricot Nectar, Carrot-Apple Nectar, Peach Nectar, Blackcurrant Nectar, Sour cherry Nectar, Banana-Strawberry Nectar and Multi-fruit Nectar. Juice varieties include; 100% Orange Juice, 100% Apple Juice, 100% Pineapple Juice, 100% Tomato Juice, 100% Red Orange Juice and 100% Red Grapefruit Juice. The range also includes a Rose-hip drink made from dried rose-hips, water, sugar and lemon juice.

Distribution

Ambient distribution throughout Armenia and also to Russia (Moscow), the USA and France.

Technical Information

Amare juice is filled on an RG-50SC hot fill machine and packaged in one-litre Pure-Pak Curve® cartons (BU605620) with Elo-Cap™ UL closure.

Additional Information

In the early 1950s, Artashat began by selling fruit and tomato concentrates to different juice manufactures. Thanks to their ecological purity, exceptional taste and high vitamin content, the fruits and vegetables from the Ararat valley, have always been in great demand. Saturated with the natural organic fertilisers of mountain springs, they have an incomparable aroma and taste and so are perfect for a premium juice.

Artashat is a new Elopak customer. For further information, please contact Anya Yavorskaya via e-mail: anya.yavorskaya@elopak.com.ua



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CURVE®