

Product profile

Fattorie Girau, Italy



Latte di Capra Grabs Packaging First For Goats Milk

Located on the island of Sardinia, Fattorie Girau was the first to package its Latte di Capra (fresh goats milk) in 500ml Mini Diamond Curve® carton in April 2009.

Market Information

Milk in Italy is mainly long-life, ambient and UHT, but consumers are starting to demand fresher, more premium alternatives. Latte di Capra has tapped into the health and wellness sector because it is natural and fresh and demonstrates significant benefits over cows' milk.

All the milk comes from goats fed on natural herbs around the coastline in the Campidano lowlands territory, located in the south west of the island. This helps to give the milk its unique flavour, nutritional qualities and guarantees its historic provenance.

Goats eat less and occupy less grazing space than cattle. Their milk is believed to be more easily digestible, less allergenic and to contain more nutrients than that of cows. Purchase is particularly high amongst those less tolerant of cows' milk and mothers buying for their children.

Traditional product with premium edge

The response from consumers to the move from PET to the new-look paperboard has been extremely positive. Shoppers like the eco-friendly, cutting-edge carton which is a better fit with the traditional, yet premium values of the product. The fresh appeal of the new curved pack, extended shelf-life and reclosable Elo-Cap™ UF cap are key factors.

Retail Price

€1.50 per litre.

Distribution

Products are transferred daily under temperature-controlled conditions from the ultramodern facility in St. Gavino Monreale, Sardinia, to Parma on the mainland. Here, the goats' milk is distributed chilled throughout Italy to large scale retailers, major multiples and traditional stores in shrink-wrapped six carton format.

Technical Information

The product is filled on a Galdi RG 50 UCS (Ultra Clean) filling machine into Mini Diamond Curve® cartons made from EVOH board, with Elo-Cap™ UF closure.

Additional Information

Formed in the 1950s as an initiative by the local 'casari' masters - experts in traditional Sardinian cheese making - Fattorie Girau's philosophy is about respecting local farming traditions to secure a quality end product.



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