

Product profile

Lattella I.i.f.e., Tirol Milch
Austria



A health product with a low GI

Launched in Austria in 2005, Lattella I.i.f.e. is a functional whey drink available in two flavours; 'guava/pear/cranberry', and 'kiwi/papaya/lime', and is packaged in 500ml Mini Diamond Curve® cartons with a Pure-Twist™ cap.

Market Information

A drink with a low glycaemic index (GI), Lattella I.i.f.e. is promoted as a health product targeting mainly women aged between 20 and 50. The glycaemic index ranks foodstuffs according to their effect on blood sugar levels. Low GI foods produce only small fluctuations in blood glucose and insulin levels, which is thought to be a key factor in reducing the risks of heart disease and diabetes, and in maintaining sustainable weight loss.

Lattella I.i.f.e. has a unique composition that ensures that blood sugar rises slowly and falls gradually, to help the consumer feel full longer. In addition, the low insulin release slows the body's fat storage process and helps burn stored body fat. The long-term aim is that a healthy lifestyle and diet, combined with Lattella I.i.f.e., can lead to an enhanced metabolism and improved weight control.

Thanks to the unique shape of the Mini Diamond Curve® carton, retailers benefit from an attractive product with on-shelf stand-out. The Mini Diamond Curve® carton was selected to offer health conscious consumers a handy portion pack with a new-look, for on-the-go consumption. Lattella I.i.f.e. was launched via television commercials and print advertising.

Distribution

Distributed chilled throughout Austria to shops and other retailers in 4 x 3 wrap-around format, with a 50 day shelf-life.

Technical Information

The product is filled on Elopak® S-PM70 and Elopak® S-PM100HA filling machines into Mini Diamond Curve® cartons with Pure-Twist™ cap and offset print quality.

Additional Information

Tirol Milch of Austria markets an extensive line of whey-based beverages under the Lattella brand. Combined with fruit, whey makes Lattella into a valuable natural product that can make a

real contribution to healthy living. Whey contains all of the constituents of milk and is almost fat free. The high mineral content and the important vitamins, along with the natural lactose, make all products under the Lattella brand into delicious healthy drinks.

Tirol Milch is a long-standing customer and continues to choose the premium image, convenience and excellent pouring capabilities of Elopak carton innovations. The traditional association of the Pure-Pak® carton with milk and healthy products means that Austrian consumers can easily identify their preferred product on-shelf.

