

# Product profile

Smak  
TINE, Norway



## Sophisticated, lighter and more refreshing taste

Launched in September 2004, the Smak range of lactose reduced milks from TINE Dairies, Norway, is packaged in both 1 litre Pure-Pak Curve® and the standard 500ml Mini Pure-Pak®. The launch of this new range from TINE marked the global, commercial release of the Pure-Pak Curve®.

### Market Information

Available in chocolate, coffee and raspberry, Smak is a lightly flavoured, lactose reduced milk containing only 0.7% fat and 1% added sugar. In Norwegian, 'Smak' means 'taste' and the product is aimed at adults who find kids' milk drinks too sweet – particularly young women in the 25 to 35 year-old sector who demand something more sophisticated, with a lighter, more refreshing taste. Smak fits into the new wave of modern, low-fat products. It's healthy, low in sugar, fat and carbohydrates, and contains added vitamin D.

Marketing launch activities included press advertisements in all main Norwegian newspapers and a TV advertising campaign.

### Distribution

Smak is distributed chilled across Norway in a wrap-around format of 2 x 5 units with a shelf-life of six weeks.

### Technical Information

A high-temperature, pasteurised ESL milk, filled on an Elopak® S-PS80HA aseptic machine into alu-foiled 1 litre Pure-Pak Curve® with Pure-Cap U™ closure and on an Elopak® S-PM100HA into alu-foiled 500ml Mini Pure-Pak® with Pure-Cap M™ closure.

### Additional Information

Pure-Pak® Curve was chosen to package Smak as its fifth panel gives the familiar gable-top carton a slimmer, more eye-catching appearance and offers consumers a better grip. An innovative variation on an established quality package, the Pure-Pak® Curve has come out top in consumer tests for appearance and convenience. Its distinctive style makes a real impact in-store and helps manufacturers answer a specific market need for on-shelf innovation.

TINE BA is the mother company of the cooperative group named TINE Group with head office in Oslo, Norway. With its core business in Norwegian milk, the corporation is engaged

in the processing and sales of milk and milk products. The group consists of five regional dairy companies. In addition, TINE owns a large number of different companies in the food industry and is Norway's leading supplier of food products with an annual turnover of approx. NOK 13,4 bill.

TINE BA is owned by approx. 19500 dairy farmers. TINE Group has 5400 employees.



**Pure-Pak®**  
CURVE®