

Product profile

tutgut Lecithin, Alpenmilch Salzburg
Austria



tutgut marketed to improve memory and concentration

Launched in 330ml Mini Diamond Curve® carton with Pure-Twist™ cap, by Alpenmilch Salzburg of Austria in June 2005. tutgut Lecithin is a creamy drink made from buttermilk and yoghurt. Flavours include bilberry, strawberry and apple/walnut.

Market Information

Following in-depth market research surveying the requirements of the older consumer, tutgut Lecithin is the first dairy product specifically developed for the 'grey market' in Austria. Designed to meet the demands of the 'fifty plus' generation, the product is marketed on the basis that lecithin helps to improve memory and concentration.

Lecithin is a phosphorus lipid that is required by every cell in the human body. Cell membranes, which allow nutrients to leave or enter a cell, are largely composed of lecithin. Lecithin is one of the richest sources of Choline - a precursor of a brain chemical that is directly involved with how efficiently messages are exchanged between brain cells. It aids in the absorption and utilisation of fats and important fat-containing vitamins, by emulsifying them and can therefore improve the metabolism in the brain.

tutgut Lecithin makes it easy for consumers to obtain a daily dose of this nutrient - together with the health benefits of milk - in a simple, great tasting format. The product has added on-shelf differentiation thanks to the Mini Diamond Curve® carton - selected to enhance its premium image. A Pure-Twist™ cap provides easy resealability and efficient opening with which to pour this viscous product.

Distribution

The product is distributed chilled in wrap-around crates of 2x3, throughout Austria. Shelf-life is 45 days.

Technical Information

tutgut Lecithin is filled on an Elopak® S-PM100HA filler with screw cap applicator, into 330ml Mini Diamond Curve® cartons with Pure-Twist™ cap. Cartons are Alu board, Superflexo print.

Additional Information

Alpenmilch Salzburg is a major producer of dairy products in Austria. tutgut Lecithin is the first drink especially developed for the grey market.

