

Product profile

Coca Cola HBC, Bulgaria & Romania



Cappy slides into Slim® in Eastern Europe

In June 2009, Coca-Cola re-launched its entire Cappy Juice and Nectar portfolio in Bulgaria and Romania, in new Elopak Slim® cartons. This is the first Elopak Slim® package to be launched in Eastern Europe, and only the second in the world.

Market Information

Cappy juices and nectars have been available on the Bulgarian market since 2002, but to help meet the rising consumer demand for new product offerings, Coca-Cola looked to packaging innovation. The Elopak Slim® carton was selected following extensive consumer research which highlighted it as the best fit for Coca-Cola's premium, contemporary and dynamic juice brand. It meets the demanding consumer thirst for unique-looking products with maximum convenience.

Consumers called the Slim® both innovative and unique. 86% of consumers scored the Slim highly on a scale of 1 to 5 in terms of being convenient to hold. 94% of respondents rated the Slim® highly on quality of liquid flow when pouring, indicating fewer spills and splashes, thanks to the larger cap.

The Cappy Classic line includes nectars in ten flavours; orange, peach, apricot, sour cherry, apple, pear, grapefruit, banana, tropical cocktail and green apple, and has been re-packaged in the Elopak Slim® one-litre carton.

The Cappy Premium line consists of 100% juice products and nectars enriched with vitamins in three flavours; Cappy Orange 100%, Cappy Pineapple 100% and Cappy Multivitamin (containing vitamin A, B3, C, E, B6, B5 and B2), and has been re-packaged in the Elopak Slim® one-litre carton.

The Cappy BodyTime range has been relaunched in the 750ml Elopak Slim® carton. Cappy BodyTime ANTIOX includes two varieties of nectar - orange, raspberry, carrot, acerola and blackcurrant, and blackcurrant, pineapple and plum. Cappy BodyTime Body Defence has been developed especially for the Bulgarian market and contains a mix of exotic fruits; orange, acerola and passion fruit - enriched with vitamin E and Zinc to strengthen the immune system.

Retail Price

Prices range from 2.13 Bulgarian lev to 2.39 lev (€1.09-€1.22)

for Cappy Premium, 1.80 lev to 2.39 lev (€0.92-€1.22) for Cappy Classic and 2.44 lev (€1.25) for Cappy Body Time.

Distribution

Ambient distribution throughout Bulgaria and Romania in 3x2 multipacks with cardboard wrap arounds.

Technical Information

Products are filled on an Elopak® S-SS80HA aseptic filling machine.

Additional Information

Coca-Cola HBC (Hellenic Bottling Company) Bulgaria is part of Coca-Cola Hellenic group serving more than 560 million people across 28 countries. One of the largest bottlers and vendors of The Coca-Cola Company's products in the world, it's the largest based in Europe. Part of the Bulgarian market since 1992, Coca-Cola HBC Bulgaria has three production centers located in Kostinbrod, Targovishte and Bankia.



Slim®