

# Product profile

Jus de Fruits de Mooréa, Polynesia



## Ea+ equals health in Curve

Launched by Jus de Fruits de Moorea in November 2009, Ea+ Fruit and Vegetable juice was the first product in French Polynesia to be packaged in 750ml Pure-Pak® Curve and is available in three varieties; Ea+ Carrot with orange, mango and pineapple and fibre, Ea+ Tomato with guava, tangerine and passion fruit and calcium, and Ea+ Pumpkin with apples, bananas and kiwi fruit with magnesium.

### Market Information

Despite campaigns continually warning us to eat better, there is a concern that many consumers dismiss these messages. Ea+ Fruit and Vegetable juices are designed to answer a real consumer demand in a fun, alternative way.

Etienne Houot, Sales and Marketing Manager for Jus de Fruits de Mooréa explains, "French Government campaigns such as 'Manger/Bouger' ('Eat/Move'), encourage people to eat at least five portions of fruit and veg per day. We saw a gap in the market for a really pleasant and easy way to increase your daily intake. We wanted to create a unique image, distancing the Ea+ brand from the heavily nutrition-led designs of competing products. Our fresh-looking carton uses a lively and humorous communication style, yet displays a wealth of information. In Polynesian 'Ea' means 'health'."

Etienne Houot explains why it was chosen, "This format is new to the French Polynesian market, providing strong visibility. The 750ml size enables flexible consumption on-the-go. The thicker texture as compared to a standard juice means it's consumed in small portions. 750ml is better adapted to this than the one-litre format."

Aimed at women aged 30 to 40 years old who make the majority of household food and drink purchasing decisions - it's suited to children, adults and older people who all want to improve their daily diets.

Jus de Fruits de Mooréa studied the French and US markets to develop a product that met local expectations.

A one-month-long 'teaser' campaign used a trickle effect to communicate the new product step by step, increasing curiosity. Billboards and daily press were used alongside in-store sampling.

### Retail Price

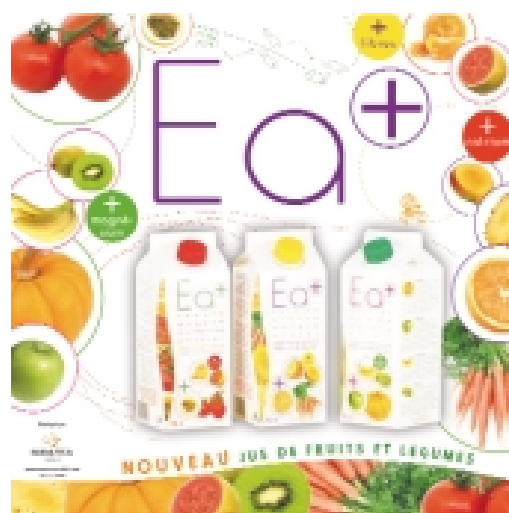
300 French Pacific Francs (XPF) equivalent to approximately €2.5 Euros per unit.

### Distribution

Ambient across Polynesia to retailers including Carrefour, Champion, Hyper U, alongside local stores and petrol station forecourts.

### Technical Information

Packaged into 750ml Pure-Pak® Curve on an Elopak® E-PS30 HF SC filling machine with Elo-cap™ UP closure.



Pure-Pak®  
CURVE