

# Product profile

Pepsi Juices/Tropicana, Poland



## TOMA heralds 'Super-Premium' aseptic era

In April 2008, seven varieties of TOMA Juice were repackaged for the Polish market, creating the world's first aseptic juice in Diamond® Curve. Varieties include; 100% orange, 100% orange with pulp, 100% apple, 100% tomato juice, grapefruit nectar, blackcurrant nectar and 'Active drink' in orange, apple and banana with fibre and with Pure-Twist® XL cap.

### Market Information

Positioned in the natural, aseptic and 'no-added' segment, more packaging innovation was required to grow Pepsi's 1% juice share in Poland. The Diamond® Curve carton with a larger cap was the perfect tool to create a super-premium package with outstanding differentiation.

Aimed at young people and women aged between 25 and 49, looking for a 'fresh' and healthy juice to suit their young-at-heart and carefree lifestyles, TOMA wanted to align their aseptic juices as closely as possible to those in the premium segment. Marketing manager Bartek Szmał commented, "The superior handling and large cap deliver added premium quality, maximizing brand values to elevate product positioning. Elopak's consumer research clearly identifying the benefits was fundamental to our decision and our own qualitative research has since shown very positive consumer perceptions."

Research shows that the new carton generates high trial rates and repurchase intent, with price a secondary purchase factor. Premium aseptic packaging has now moved to the next level, building further on the intrinsic values of Pure-Pak® - freshness and naturalness - by offering ultimate functional and emotional benefits.

Launch activity in the media has included TV, press, internet, ATL, CLP, BTL, POS, plus retailer and wholesaler consumer promotions.

### Retail Price

100% orange - 1.17 EUR, 100% orange with pulp - 1.26 EUR, 100% apple - 0.94 EUR, 100% TOMAto juice - 1.03 EUR, Active/orange, apple, banana with fibre/ - 0.91 EUR, grapefruit nectar - 1.02 EUR, blackcurrant nectar - 1.26 EUR.

### Distribution

Ambient distribution to retailers, convenience stores and other shops including cash and carry and HoReCa. Format is one-litre package in six-litre corrugated boxes (2x3) or 12 litre boxes (3x4) printed with the TOMA logo.

### Technical Information

Filled on an Elopak® S-PS80HA filling machine (High Acid Aseptic class), 8100 cartons/h into Diamond® Curve cartons with standard cross section series, external dimensions 71x71 mm, B-style, S-bottom, skived 5th panel.

### Additional Information

In Poland, PepsiCo ranks in the top ten juice producers. AC Nielsen figures show the juice, nectars and drinks market in Poland totals €1 billion. Of juices, aseptic = 97% and fresh juices = 3%.



**Diamond**  
CURVE