

Product profile

Pfanner Delissimo, Hermann Pfanner
Getränke GesmbH, Austria



A premium product targeting all ages

Launched in Austria in October 2005, Pfanner Delissimo is a smoothie drink available in two flavours, 'Delissimo Strawberry & Co' - strawberry, banana and apple, and 'Delissimo Mango & Co' - mango, banana and orange. Pfanner Delissimo is packaged in 1 litre Pure-Pak® cartons with Pure-Twist™ cap.

Market Information

A premium product targeting all ages, Pfanner Delissimo is particularly suitable as a breakfast drink, a fruity base for mixing drinks, or as a snack – whether at the office or during leisure time. Launch activity has included advertisements in consumer magazines and promotion via printed leaflets.

Pfanner's product promise of a 'heavenly-velvet, exotic-fruity and luxury-sensuous' experience is supported by market research which showed an outstanding 89% of all consumers really liked the taste sensations of Delissimo. 'Our vehicle to transport our product messages is clearly the Pure-Pak® carton with the special Pfanner design which helps us to stand out from the crowd,' says Marie-Luise Dietrich, Head of Communications at Pfanner Getränke.

For the product launch, Pfanner stated that "Market research shows the gable top with screw-cap is undoubtedly the best choice of package". The retailer benefits from an attractive on-shelf presence whilst the consumer enjoys a great-tasting product. The Pure-Pak® carton continues to enjoy a successful association with premium products in Austria and is viewed by consumers as a key part of that premium image.

Distribution

Ambient distribution to shops and other retailers in 2 x 3 wrap-around format, with a one-year shelf-life.

Technical Information

Pfanner Delissimo is filled on a Elopak® S-PS80HA machine into 1 litre Pure-Pak® cartons with Pure-Twist™ cap. Print quality is UV flexo with Alu board type.

Additional Information

Pfanner is one of Austria's leading fruit juice producers and continues to have a long-term business relationship with Elopak. The company's key markets are in Europe with a strong focus on eastern markets. Smoothies are one of the world's fastest growing drinks categories. With the launch of Delissimo, Pfanner aims to follow the established and popular market trend of smoothie drinks in the USA and the UK, by fulfilling consumer demand for similar products in Austria.



Pure-Pak®