

Product profile

ProViva, Skånemejerier, Sweden



Swedish consumers encouraged to take more care of themselves

Re-launched in April 2006 and re-packaged in 1-litre Diamond Curve® cartons with Elo-Cap™ XE closure, ProViva's Fruit Beverages are available in Raspberry, Mango, Blackcurrant, Forest Berry, Blueberry, Rosehip, and Strawberry flavours. Also packaged in 1-litre Diamond Curve® carton is Soured Milk, available in a Natural flavour. ProViva Active, recovery beverage is packaged in 750ml Diamond Curve® with Elo-Cap™ XE closure and is available in Blueberry/Raspberry/Lemon and Tropical flavours.

Market Information

A nationwide awareness of the deterioration in health brought on by a busy lifestyle has encouraged Swedish consumers to take more care of themselves. Thanks to scientific developments in nutritional research, functional foods are now perceived as an everyday medicinal purchase that can cater to this demand.

Capitalising on this opportunity, Skånemejerier has extended its ProViva brand, one of Sweden's only leading functional brands with an approved health claim. In April 2006 ProViva fruit beverages, recovery beverages and soured milk were all re-launched onto the Swedish market with help from the Diamond Curve® concept.

Marketed under the functional food banner using television commercials and print advertising, ProViva is competitive on many levels. Known as products that are "good for the stomach" ProViva addresses issues of general well being and thereby appeals to a mass market.

The Diamond Curve® carton was selected both for its convenient packaging and to convey quality and a great taste, all at an appropriate price. ProViva's functionality together with its new, premium packaging also allows for higher margins.

Distribution

Distributed chilled throughout Sweden, Finland, Denmark and the UK in wrap-around, trays and roll containers, ProViva products have a 21-day shelf life.

Technical Information

Filled on Elopak® E-PS50 machine into 1- litre EVOH-board and 750ml Diamond Curve® cartons ALU-board, Standard cross section, UV-flexo.

Additional Information

The product is the result of innovations in medicine, microbiology, food technology and food processing. The fermented oat gruel based on the probiotic strain *Lactobacillus plantarum* 299v was developed specifically by a research team connected to Lund University hospital to help speed the recovery of post-operative patients. It is protected by a number of patents and supported by eight theses.

Skånemejerier's other key brands include Primaliv, Vikt Väktarna, Innovator-ProViva. Working together for over 40 years, Skånemejerier is one of Elopak's most established customers.



Diamond
CURVE®

www.proviva.se

www.skanemejerier.se

www.elopak.com