

Product profile

STUTE Smoothies
STUTE Nahrungsmittelwerke GmbH & Co. KG
Germany



100% fruit and rich in vitamins

Launched in the UK in February 2006, STUTE Smoothies are available in Orange and Mango and Raspberry and Cranberry flavours and are packaged in 1 litre Pure-Pak® carton with Pure-Twist™ cap.

Market Information

STUTE Smoothies are ready-to-drink and contain 100% fruit that is rich in vitamins. Positioned as a premium product to capitalise on the trend for health and wellbeing, the key target markets are the young and dynamic who have scarce time for healthy food and the slightly older person who consumes Smoothies as part of a meal.

STUTE Nahrungsmittelwerke GmbH & Co. KG selected the Standard Pure-Pak® Classic carton as it offers good on-shelf differentiation for a premium brand, making it stand out from more basic products in brick style packaging. The Pure-Twist™ cap provides convenience for people on the go.

Distribution

Ambient distribution throughout the UK, in an 8 x 1 litre format, with a shelf-life of 12 months.

Technical Information

The product is filled on a Elopak® S-PS80HA aseptic filling machine. Pure-Pak® cartons are UV-Flexo print quality with standard cross section and aluminium board type.

Additional Information

An Elopak customer since 2003, STUTE Nahrungsmittelwerke GmbH & Co. KG is one of Germany's largest juice producers and a key co-packer.



Pure-Pak®