

Product profile

Tropicana Essentials, Tropicana
France and Belgium



Essentials communicate both the juice high quality and a specific need state

Tropicana repackaged its five Essentials juices in 1 litre Pure-Pak Curve® cartons in France and Belgium in 2006. This premium range is available in Multivitamins, Calcium, Fibre, ACE and Magnesium.

Market Information

Tropicana's Essentials juices are targeted at the more discerning consumer who demands premium products that support a balanced healthy lifestyle. The 1 litre Pure-Pak Curve® carton was chosen to support the message of health and wellbeing, while enhancing the brand premium image.

The restyled carton with added fifth Curve® panel, creates a slimmer, elegant and more feminine shape communicating health values as well as premium freshness and providing clear, on-shelf differentiation. This was important for a new range of enhanced juices which needed to be distinguished from the standard Tropicana Pure Premium flavours.

Michael Aidan, European Marketing Director for Tropicana at PepsiCo International, explains, "Tropicana Essentials were meticulously developed to help consumers with specific health needs, but also to support the desire to achieve a healthy and balanced lifestyle. Essentials have to communicate both the juice high quality and a specific need state. The Pure-Pak Curve® carton has made it possible for us to communicate both the ingredient benefits and the flavour profile - not possible with a traditional flat facing."

Distribution

Distributed chilled across France, Belgium, Sweden, Finland with a shelf-life of 45 days.

Technical Information

The product is filled on an Elopak® E-PS90UC machine into 1 litre Pure-Pak Curve® cartons with 70x70, B-style cross section. Print quality is UV Flexo, with Alu, 64 board type.

Additional Information

With over 50 years of innovation in premium juice, Tropicana® Products Inc., is the world leader in chilled juices and a long-standing Elopak customer. A unit of PepsiCo, Tropicana® has a history of continuous innovations in production, packaging, marketing and distribution.



Pure-Pak®
CURVE®