

Product profile

SILL, France



Summer soup all year round with LA POTAGERE Gazpacho

'Gaspacho la Potagère' from SILL in Plouvien, Brittany, is a cold, tomato-based gazpacho soup repackaged in July 2008 in one-litre Pure-Pak Curve® carton with Pure-Twist® cap.

Market Information

The majority of soup in France is consumed during the winter, with a lack of profitability traditionally seen during the summer. The launch of 'cold' soups is designed to counteract this downturn in seasonal sales with good weather a key factor in regards to sales figures.

New French alcohol regulations mean an increased demand for non-alcoholic aperitifs, boosting sales of cold soup. The French Health Ministry's 'Manger-Bouger' ('Eat-Move') campaign recommends consuming five portions of fruit and vegetables per day and this has also helped increase consumer interest in soup. SILL states on its website that a 250ml bowl of its soup corresponds to one to two portions of vegetables.

'Gaspacho LA POTAGERE' brings with it more ease of use than other gazpacho soups, because it is sold in ambient format. It can be warmed in a pan or served chilled by putting it into the fridge two to three hours before eating.

Ideal as an aperitif, starter or main dish, ingredients include tomato puree, cucumbers, onions, red peppers, yellow peppers, water, extra virgin olive oil, sherry vinegar, garlic, salt and lemon juice.

Equipped with a re-sealable green Pure-Twist® cap, the carton provides a fresh image within a longer-life package that can be easily opened and reclosed and has been very well accepted by French consumers shopping for an appetiser for the whole family. It is marketed as a traditional Spanish dish that has evolved into "nouvelle cuisine" for the French. The red curved panel states in white font 'Fraîcheur et Plaisir' – roughly translated as 'chilled enjoyment'.

It was launched via in-store promotions and activity. Ongoing marketing includes wholesalers' leaflets, samplings and tastings. Benefits to the retailer include easy handling and an extended 'best-before' date.

Retail Price

€3 per litre.

Distribution

Sold in hyper- and supermarkets and catering wholesalers and distributors in the ambient chain. Ambient distribution is to retailers in a box of six one-litre cartons.

Technical Information

Filled into one-litre Pure-Pak Curve® cartons on an Elopak® S-PS80HA filling machine (high acid aseptic machine class) with UV flexo printing and green Pure-Twist® cap.

Additional Information

SILL is one of France's main co-packers for private labels and brands.



Pure-Pak
CURVE