

Product profile

Marjakeitto (Berry Soup)
Valio, Finland



Real berries make Berry soup a natural and healthy choice

Initially launched in 1982 in 1 litre Pure-Pak® cartons, Valio Berry Soups were relaunched late summer 2005, in 1 litre Pure-Pak Curve® cartons. Originally available in traditional strawberry, blueberry and raspberry flavours, low calorie and sugar-free versions have since been added to suit emerging consumer tastes and trends. New additions also include the probiotic GEFILUS, strawberry-rosehip and blueberry-raspberry variations. This is the first product packaged in Pure-Pak Curve® cartons to be launched on the Finnish market.

Market Information

Berry soup is a popular, traditional breakfast dish and low calorie snack in Finland. Valio dairy has an 80 per share of the market and targets middle to high-income consumers with this range. Consumers are predominately women and children, with young single people representing an increasingly large part of the market. Valio berry soups are consumed on their own or with cereal instead of milk. The real berries make them a natural and healthy choice, with a great fresh taste, and consumers like the variety of tastes offered by the range, and the functional option with GEFILUS which contains lactobacillus GG for a healthy digestive system. A 'must-stock' product, the promotional drive for new and seasonal flavours has included consumer tastings in large supermarkets.

Elopak Pure-Pak® cartons are well accepted amongst Finnish consumers, so the Pure-Pak Curve® carton was the next logical step for Valio, to differentiate its berry soups on-shelf.

Distribution

Berry soups are distributed chilled across Finland at a maximum temperature of 8°C and in returnable crates of 20 x 1 litre cartons and 160 piece roll containers. Shelf life is six weeks.

Technical Information

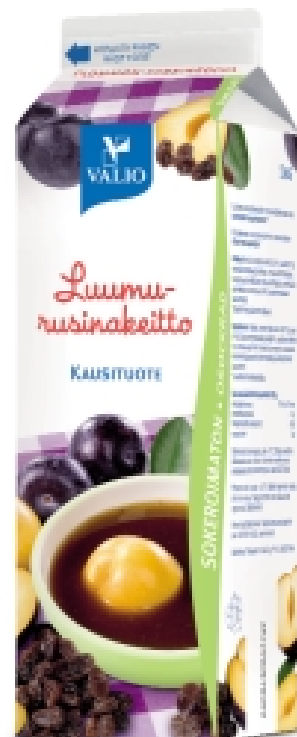
Berry soups are filled on an Elopak® E-PS50 machine with combi-filler in 1 litre Pure-Pak Curve® cartons, standard 70x70, EVOH, using Superflexo print.

Additional Information

Valio is the Finnish market leader in milk products, chilled juice and berry soups. A leading innovator in the Finnish marketplace, Valio has been an Elopak customer since the early 1960s. Elopak has an established relationship with Valio

across many product ranges. Its packaging and processing continues to be selected because of the reputation for filling of particle products and its high quality print. Valio's key markets abroad are Sweden, the Baltic States and north-west Russia.

Valio has been a pioneer in using probiotic bacteria in fruit-based products, introducing GEFILUS juice drinks in Finland in 1997, redefining the national market for refrigerated juices and taking a 30 per cent share. The probiotic GEFILUS range is today the leading brand in refrigerated juices in Finland.



Pure-Pak®
CURVE