

# Product profile

SalzburgerLand Mozart Dessert Drink  
Alpenmilch Salzburg, Austria



## Extremely well accepted by the market

Launched in Austria towards the end of 2005, Mozart Dessert Drink is a dairy drink flavoured with chocolate, marzipan and nougat and packaged in 330ml Mini Diamond Curve® cartons with Pure-Twist™ cap.

### Market Information

A premium product, Mozart Dessert Drink is designed as a beverage to suit all ages, and celebrates the 250th birthday of the world-famous Austrian composer, Wolfgang Amadeus Mozart, who was born in Salzburg on 27th January, 1756. Specific launch activity included Internet promotion, advertisements and a high profile TV commercial.

The product has been extremely well accepted by the market and has fitted well into the Mozart product portfolio. The attractively designed 330ml Mini Diamond Curve® carton provides the retailer with attractive, on-shelf presence and the consumer benefits from on-the-go consumption with excellent reclosability thanks to the Pure-Twist™ cap.



### Distribution

Distributed chilled to major retail shops throughout Austria, Germany and Italy (and it is eventually planned, Japan), in wrap-around 2 x 3 format with a shelf-life of up to three months.

### Technical Information

The product is filled on a Elopak® S-PM100HA machine with screw cap applicator PLA-M70, into 330ml Mini Diamond Curve® cartons with white Pure-Twist™ cap. Print quality is offset.

### Additional Information

Christian Leeb, Alpenmilch's Sales and Marketing Director, says, "Although this is a speciality product serving just a niche market, it is strategically very important for us in terms of demonstrating our innovative spirit."

Alpenmilch Salzburg is Austria's fifth largest dairy with production facilities not far from Mozart's birthplace. The dairy is a long-standing Elopak customer.



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