

Product profile

SUPRO Dressing, Supro N ahrungsmittel AG
Switzerland



More individuality, more taste, more convenience

Originally launched in Switzerland in the mid-nineties, SUPRO Dressing was re-launched in Diamond Curve® cartons in 2006. Varieties include French Dressing, Italian Dressing, American Dressing, Herb Dressing, and 'Speciality of the House' Dressing, all packaged in two-litre Diamond Curve® cartons with Elo-Cap™ XE closure.

Market Information

SUPRO Dressings are designed to make life easier for the cook or caterer, providing them with a ready-to-serve option or a ready-made fine cuisine ingredient.

Supro's slogan is, 'More individuality, more taste, more convenience.' The new highly convenient Diamond Pure-Pak® Curve packaging provides space for attractive graphics, and an extra-large spout to enable better pouring efficacy. Convenience is the key retailer and consumer benefit. The product and packaging work together to ensure a consistent level of quality catering product within. The chef's work-load is reduced by offering a homemade-tasting dressing or meal ingredient with no preparation required. Dressings are prepared with fresh ingredients and contain sunflower oil.

The product is distributed to HoReCa customers (hotels, restaurants and catering) including school and college canteens, via direct sales from sales agents. It is also marketed via the Supro website.

Distribution

Ambient distribution throughout Switzerland in cartons of 8 x 2 litres. The product must be stored in the fridge once opened.

Technical Information

Filled on a GALDI RG 21 Filler with a capacity of 2000 cph into two-litre Diamond Curve® carton with alu.

Additional Information

Supro is a well established company in the condiment business. Founded 1969, it has always been an innovator with fine and ready-made condiments for the chef and caterer. Supro is a long-standing Elopak customer since becoming so in the early nineties.



Diamond
CURVE