

Product profile

ILC Mandara, Italy



A window to a legend

Launched as the first ever window carton in the year 2000, ILC Mandara's Buffalo Mozzarella was repackaged and relaunched in 2006 in a brand new, more contemporary 500ml Pure-Pak® carton with an eye-catching oval window.

Market Information

Italians have been making and enjoying Buffalo Mozzarella for over two millennia, making it a genuinely legendary product. The name "mozzarella" literally means hand-cut, and much skill goes into making authentic buffalo mozzarella.

Mrs Alba Mandara, part of the third generation of Mandaras, says of this special cheese, "The manufacture of authentic mozzarella is centuries old and is now protected by European Commission Law, through Protected Designation of Origin (PDO) legislation. This means that only mozzarella cheese made in the specified manner and in the specified regions of Italy can now be sold as authentic 'mozzarella di bufala'! You can tell the difference! This is fresh string textured cheese, with a delicate taste and when it is cut a typical watery fluid with a hint of milk oozes out. This is the mark of the best quality buffalo mozzarella in the world!"

Although Mandara has sold its mozzarella in Pure-Pak® cartons for 15 years, it launched the first ever window carton in 2000 as a result of consumer preference. It was discovered that consumers wanted to be able to see the product they were buying, it made them feel more confident that this was a high quality product. When it was first launched Mandara saw sales increase by 15%. Alba Mandara explains, "It was a much more modern looking package and totally new on the market!"

For Mandara there is more to this 2,000 year old delicacy than meets the eye and in 2006 they asked Elopak to produce a more contemporary carton to literally show it off.

The new carton design with its oval window strengthens the image of this traditionally rounded cheese and reinforces its quality and heritage.

Other design aspects of the carton convey the craft involved in mozzarella cheese-making and the long tradition of producers to which Mandara belongs.

Retail Price

€2,10/pack

Distribution

Distributed chilled across Italy and some parts of Europe.

Technical Information

Filled on a Galdi RG 50 into 500ml Pure-Pak® cartons (BU151123) with window.

Additional Information

ILC Mandara is a family owned company which produces authentic Buffalo Mozzarella at its Mondragone manufacturing facility. Situated in the heart of Italy's Mozzarella producing area, Mandara uses only the highest quality cheese produced from the best buffalo milk. Mrs Alba Mandara adds, "Having worked with Elopak now for over 20 years we can trust them to deliver an excellent product. For this quality product, a superior package is essential."



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