

Product profile

Reid's Dairy, Canada



A+ for 'cool' school milk in Diamond Curve®

Launched in May 2007 and packaged in 250ml and 500ml Mini Diamond® Curve cartons, Reid's range of school milks comes in skimmed, 2-percent, 1-percent and chocolate flavour.

Market Information

In Canada more schools are banning sodas from vending machines which, as Elopak Canada Inc's Jason Giuliani explains, "presents opportunities for Reid's unique products in Ontario schools."

He says, "There are plans to produce a range of juices and drinks and to introduce them into the schools to provide healthy options. Reid's is also reaching out to all demographics and producing the 250ml juices and drinks products in a larger 2-litre Curve package format for families, thus retaining branding and extending the product line."

Reid's based its marketing campaign for the school milk products around answers received from school children about its milk package prior to the launch in May 2007. The children responded with a clear message - they wanted to be seen as 'real people' and not just as kids. Reid's therefore incorporated designs onto the cartons that related directly to the lives of kids today and in particular their passion for sports and their 'on-the-go' lifestyles.

Dairy packaging innovation has helped Reid's stay one step ahead, as President Stephen Quickert says, "The innovative Diamond® Curve with Elopak's quality print has helped us create the right image for school milk with new branding opportunities across all our ranges."

The images of skateboarders and soccer players make a 'cool' package according to teenagers, but Reid's took their research even further and ran seminars with young consumers to ask what they thought about the Mini Diamond Curve®. Kids gave it top marks, declaring the new carton as 'vibrant', 'fresh' and 'healthy,' with the cap and resealability getting a strong positive response. In addition, the dairy itself has achieved real brand value through a strategic and creative use of the curve panel.

With Reid's portfolio growing, it has created clearly defined segments of 'fresh' for core milk, 'natural' for premium juices and 'cool' for fruit drinks. The Diamond® Curve provides the ideal communication and segment branding opportunity and now each curve panel boldly states one of the three new identities.

Distribution

Distribution to Reid's Dairy stores, independent retailers, schools and institutions.

Technical Information

Product is filled in 250ml and 500ml Mini Diamond® Curve cartons.

[Elo-Cap, PE coated blanks] on a Pure-Pak® P-M30 machine and a Pure-Pak® P-H27 machine with enhanced flexo printing.

Additional Information

Based in Belleville, Ontario, Canada, Reid's Dairy serves the Central and Eastern Ontario area. This independent and family-run business was established in the 1960s by Arthur Quickert, a dairy man himself, who had emigrated to Canada from war-torn Germany.

Today Reid's is run by Arthur's two grandsons David and Stephen who preside over a chain of 23 outlets selling their famous Farm Fresh & Factory Direct dairy products. These include milk, creams and ice cream, all of which are produced and packaged within hours of arrival from farms.

Reid's operates under the slogan 'Our family serving your family for three generations' and in another testament to the family, Head Office in Belleville became home in 1991 to the Milkyway Castle, a memorial to Arthur Quickert and his wife Elizabeth.



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CURVE