

Product profile

Vla Flip, Campina
The Netherlands



A fun, surprise product

Vla Flip is the world's first triple Vla product, launched by Campina, September 2005 in 1 litre and 750ml Diamond® cartons with Elo-Cap™ XE. A sweet dessert, Vla Flip is a combination of three layers; a layer of half-fat yoghurt, a layer of fruit syrup and a layer of half-fat Vla custard. It contains added vitamins B2, B5, B6, B12 and C. With the health-conscious consumer in mind, some of the sugar has been replaced with sweetener.

Market Information

Vla is a traditional and popular custard dessert made from fresh milk that is consumed daily by millions of families in The Netherlands. Campina is the world's leading producer of vla.

Vla Flip is available in two flavours, raspberry Vla and yoghurt with forest fruit, and vanilla Vla and yoghurt with red-fruit syrup.

Filling technology innovation from Elopak has enabled Campina to develop and launch the first triple Vla in the world, and the first Vla product to be packaged with a closure.

A fun, surprise product in a more convenient and hygienic package.

Consumers are amazed by this product – "It's Vla with a stripe". The actual pouring of the product through the cap allows the consumer to clearly see the three Vlas, which created much excitement for a very different and creative product.

With the rise of the health and wellness trend in The Netherlands, Vla Flip is also positioned as a healthy product with 1.4% fat, rich in calcium, added vitamins and less sugar.

Campina supported the launch of Vla Flip with point of sale demonstrations in retail outlets, print advertising and a TV advertising campaign.

Most retailers in The Netherlands took the unusual step of listing all four new products immediately, due to the product and packaging innovation, and their wide target market appeal.

Distribution

Distributed cold chain in The Netherlands in wrap-around packs.

Technical Information

Product is filled on an Elopak® E-PS120UC filler, adapted with Servo Driven Combi Valve filling technology, in 1 litre and

750ml Diamond® cartons with Elo-Cap™ XE.

Additional Information

The development of Vla Flip was of great importance to Campina and has been in process for over two years in conjunction with Elopak. With the introduction of the triple Vla, Campina has created a new segment on the Dutch market.

Teams of R&D and food technology experts from both Campina and Elopak, worked alongside filling technology specialists from Elopak to design a filler machine for the triple product.

Campina is the market leader on the 130 million litre Dutch Vla market, which saw the first products sold during the first World War.



Diamond