

# Product profile

Simbi  
Priégola, Spain



## Enriched with probiotics and Omega 3

Made with pasteurized milk, Simbi is a functional food drinking yoghurt enriched with prebiotics, probiotics and Omega 3. Launched in June 2005, Simbi from Spanish dairy Priégola, is packaged in 250ml Mini Diamond Curve® cartons and is available in three flavours - strawberry, natural and fruits of the forest.

### Market Information

Simbi is enriched with probiotics; to help to activate the cellular system and help to control our intestinal bacteria and cholesterol levels. Prebiotics; for optimal digestion, protection of intestinal equilibrium and calcium absorption. OMEGA 3; to help cardiovascular health, reduce the stress on our bodies from oxidization and increase memory and attention levels.

Initially, two flavours were developed to target Priégola's two main customer bases. With a sweet taste in mind, the strawberry flavour was designed for childrens' palates. The natural flavour was aimed at adults and older people who like the taste of a traditional natural yogurt with no extra ingredients. Due to the success of the first two flavours, fruits of the forest was the next to be launched. Simbi has been marketed using radio campaigns and via sponsorship of sports events.

### Distribution

Priégola's dairy products can be found at major supermarket chains throughout Spain, including: Carrefour; El Corte Ingles; Hypercor; Supercor; Opencor; Alcampo and Eroski. Priégola also delivers its dairy products to the homes of approximately 5,000 customers across Madrid. Simbi is distributed cold with a 15-day shelf-life.

### Technical Information

Simbi is filled on an Elopak® E-PM30 machine with a white Elo-Cap™ UE.

### Additional Information

With the new Mini Diamond Curve® carton, Priégola selected a handy, PET tri easy-to-use pack which also provided an excellent vehicle for its health messages with space on the curved panel. Priégola chose the Mini Diamond Curve® carton keeping in mind the increasingly important role packaging is playing in the beverage market to provide added value benefits to products. This is all the more necessary in the functional food sector where the provision of convenience alongside

space for the marketing of health messages has been seen to exploit the full potential of products on a global scale.

Priégola is a functional food-orientated dairy company based in Madrid, Spain and founded in 1942.



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