

Product profile

Nutrisoya, Canada/North America



Pure-Pak® is natural choice for Natur-a soymilk

In September 2008, Canada-based Nutrisoya Foods repackaged its market leading Natur-a soymilk in half-US gallon (1.89 litre) Pure-Pak® cartons with cap. Varieties include original, vanilla, chocolate, and unsweetened soymilk. All contain no lactose or cholesterol, are suitable for vegans and vegetarians, are GM-free and certified organic.

Market Information

Nutrisoya's Vice President Business Development Larry Karass says, "Over 80% of Canadians have yet to try soymilk. With increased consumption from growing Asian, Caribbean and Latino populations (predominately lactose intolerant) and the popularity of lactose free, vegetarian and high protein diets, we can see a real demand emerging for dairy alternatives.

"Taste is king. Our unique recipe at a fair price has a flavour profile similar to milk and is driving new consumers to the soy market. Superior creative and flexible packaging helps raise the brand to the next level, taking care of our consumers not only with healthy, quality beverages but through improved communication."

Nutrisoya selects the finest locally grown whole organic soybeans and soaks them for eight hours, resulting in more flavour and adds 16 essential vitamins and nutrients.

Nutrisoya has utilized Elopak's lithographic print technology to create interchangeable images and text panels. Following launch, two different panels, one communicating nutritional benefits and one advertising a new product in the portfolio (Natur-a Glacé non-dairy desserts) were alternated throughout the four varieties.

Larry Karass comments, "We wanted our packaging to jump off the shelf. The 1.89 litre format is ideal for families and regular soymilk consumers. The additional product on the alternate panels has helped drive sales."

Retail Price

\$3.99 Canadian Dollars

Distribution

Chilled distribution in corrugated boxes. Stocked in the chilled section, a shelf life of seven days.

Technical Information

Natur-a Soy is filled into 1.89 litre Pure-Pak® cartons on an Elopak® E-PH90UC machine. An ESL product produced on ultra clean technology, with a 90-day shelf-life.

Additional Information

Founded in 1988, Nutrisoya Foods is one of Canada's leading natural food companies producing Natur-a brand non-dairy beverages and desserts to retail in supermarkets, independent grocers and organic health food stores throughout Canada, the Caribbean, the Americas and a growing number of overseas markets.

The first aseptic soy beverage was launched in 1993 and the first fresh, chilled products in 2006.

Production facilities are located in Saint-Hyacinthe, Quebec, 30 miles east of Montreal in the agricultural heartland of Eastern Canada.



Pure-Pak®