

Product profile

Largo juices and juice drinks
Largo AS, Estonia



Vitamins and minerals to aid body and mind

Launched in Estonia in October 2005, the Largo range of functional nectars is packaged in one-litre Pure-Pak® Curve with Elo-Cap UL closure and is available in orange, grape, plum, peach and tropical flavour. This value-added juice range is a first for Estonia.

Market Information

Following consumer research, a new trend for health and wellness was identified in the Estonian juice market. In a fast moving society where we all have busy lives requiring extra energy, there is an increased demand for healthy products with added value. With this in mind a new range of functional nectars containing vitamins and minerals to aid both body and mind was developed.

Largo orange nectar contains calcium to build healthy bones; grape nectar contains magnesium which is good for the heart; plum nectar contains inulin – a prebiotic which stimulates the growth of healthy intestinal bacteria to aid digestion; peach nectar contains vitamins B, C and E, plus zinc and selenium – good for the immune system, and a multivitamin tropical flavour nectar contains B-group vitamins which encourage healthy nerve growth and brain function.

The key target audience is women aged between 20 and 50, although the product is designed to be enjoyed by the whole family. The Largo functional nectar range was launched using a variety of marketing methods including a press conference, customer event, sports sponsorship of rally cars and handball, plus television and print advertising. Ongoing marketing included an outdoor campaign throughout November and December 2005.

Distribution

Distributed throughout Estonia, via retail outlets and HoReCa (the hotel, restaurant and catering sector), Largo is transported in 3x4 wrap-around boxes with an ambient shelf-life of six months.

Technical Information

Hot-filled on a P-S30D machine into one-litre standard Pure-Pak® Curve with Elo-Cap UL closure. Cartons are B-style, made from ALU board and printed using UV flexo.

Additional Information

The Pure-Pak® Curve for the Largo range of functional nectars because it required an attractive, modern and environmentally friendly package. The Pure-Pak® Curve is a uniquely convenient carton – perfect to pack a unique new range. The Pure-Pak® Curve provides an extra promotional panel giving clear differentiation and enabling strong communication of added value health benefits.

Largo has been a high-quality Estonian juice brand since 1992. Production is situated in the middle of Estonia – a small town called Võhma. Since 2007 the brand and factory of Largo has belonged to Svensky Kaubanduse AS (one of the biggest wholesale companies in Estonia).



Pure-Pak®
CURVE