

Product profile

Moravia Lacto a.s., Czech Republic



Moravia Lacto puts ESL on upward Curve®

Launched in summer 2008, Moravia Lacto is an extended 17 day shelf-life milk with 1.5% fat content, packaged in one-litre Diamond Curve® cartons with closure.

Market Information

In the Czech Republic, UHT milk has the majority 82% share* with a limited target group for standard, pasteurised fresh milk. Short shelf-life creates distribution and stock problems for retailers. Because of this, Moravia required an outstanding, 'added value' package to 'evolve' the ESL market.

In 2008, Moravia chose the one-litre Diamond Curve® carton with Elo-Cap™ XE closure. A new APV infusion line was installed to produce ESL. The curved panel with space for strategic consumer communications has become a key marketing tool. A fresh, new design captures the traditional image of the Czech-Moravian Highlands region, one of the country's least densely populated areas, boasting one of the cleanest environments.

In May 2009, the Czech Dairy Association chose Moravia Lacto ESL milk as their top liquid milk product. This prestigious and coveted award was bestowed in Prague during the International Day of Milk. It was also awarded the media prize for overall 'Product of the Year'. The ESL technology, married with the innovative carton design and the wider cap for easier handling, all caught the eye of the judges.

The new, larger screw cap enables easy manipulation, making pouring of milk easier and less messy. Its large diameter means it's even easier for the elderly or children to open without requiring scissors or knife.

The benefits of increasing shelf life from 10 to 17 days are now being acknowledged by retailers across Eastern Europe as they demand more and more ESL products which have little difference in taste.

The success of Moravia may indicate a turning of the tide for the price-orientated Czech milk market. Good quality milk in elegantly shaped and visually attractive packaging is changing the market position of fresh.

Distribution

Distribution is chilled on pallet in 50 unit packs in wrap around boxes (window type) at 10 pieces per unit.

Technical Information

Filled on a Galdi RG250UCS filling machine with Elo-Cap™ XE closure.

Additional Information

With 198 employees and a turnover of 1.4 billion CZK, Moravia Lacto ranks in the top five largest processors in the Czech Republic, purchasing 100 million litres of raw milk annually.

* Source: Czech Dairy Association 2008



Diamond
CURVE