

# Product profile

Natrel, Canada



## Natrel's Nature~Pure: The Purest Organic in Pure-Pak®

Launched in 2009, Nature~Pure Filtered Organic milk from Natrel is packaged in a two-litre Pure-Pak® with resealable closure and available in 1%, 2% and whole milk (3.8%) varieties.

### Market Information

The organic milk market in Canada is growing and adapting to keep pace with cosmopolitan consumer desire for more natural healthy options, better-for-you and enriched products.

To supply these needs there's an increasing number of organic farmers which are regulated through strict standards and supervised by organic bodies including the Dairy Farmers of Canada.

Natrel's Nature~Pure Filtered Organic milk is the first, filtered organic milk on the Canadian market. A unique, proprietary filtering process ensures that over 98 times more bacteria is removed as compared to standard pasteurised milk, providing a fresh, creamy taste. Because the process eliminates virtually all bacteria, the milk stays fresher for longer than regular organic milk – with a shelf life of up to 35 days.

As with all Natrel's filtered milk, only the bacteria are removed and no preservatives are added. All nutrients remain intact.

To differentiate their product from the market, Natrel required a super-premium image for its packaging. The Quebec-based dairy looked to Elopak to provide a solution which included high quality litho print for this range.

Elopak worked closely with the dairy to develop a good premium-print packaging solution, making sure the direction of designs were printable and would achieve Natrel's objectives. In comparison with the competition, this is the only product with a photograph rather than an illustration. Consumer feedback shows that the look and feel of the pack is the most premium organic on shelf.

### Retail Price

RRP for a 2L carton is \$5.39 Canadian dollars from 2% and 3.8% and \$5.19 Canadian dollars for 1%.

### Distribution

Distribution is chilled across Quebec and Ontario, (where it is also sold in a four-litre bag). The range can be found in the organic section of most retail stores, as well as in certain speciality stores in Quebec.

### Technical Information

Products are filled on a two-litre ESL filling machine into two-litre Pure-Pak® cartons with Elo-Cap® US white cap. Cartons are litho printed on extra PE coated board.

### Additional Information

Natrel is a Canadian dairy co-operative based in Montreal, Quebec and is the country's leading supplier and producer of fresh milk. Formed in 1990 as the dairy subsidiary of the Agropur agricultural cooperative, Natrel has a total of 1,540 employees with 9 fluid milk manufacturing plants in Canada.



Pure-Pak®