

Product profile

Dafsa, Spain



Salmorejo in Curve® rejuvenates chilled soup market

Salmorejo Spanish summer soup, launched in May 2010, is produced by Dafsa under the Hacendado brand name for Mercadona supermarkets, and packaged in one-litre Pure-Pak Curve® cartons with a Pure-Twist® UL cap.

Market Information

Salmorejo is a traditional chilled soup heralding from Córdoba, Andalusia, southern Spain. Similar to gazpacho but less well-known abroad, it's a thicker version, often served with chopped hard-boiled-egg and ham slivers on top. Richer and smoother, it has a consistency like that of a purée or sauce and can be enjoyed as a dip. Ingredients include tomatoes, water, breadcrumbs, oil, pepper, salt, vinegar and garlic.

Research shows that most Spaniards buy Gazpacho during the summer. Aimed at people of all ages that like vegetables and already enjoy Gazpacho, this is a typical summer product that also does well in warm weather. Salmorejo has become a 'consumer caller' - an extension which attracts attention and appeals to all, broadening the fresh soup offering as a real alternative option. As a liquid meal, it can abate both thirst and hunger. It's marketed as a healthy, simple dish that works well after a sunny day at the beach.

The traditional preparation of Salmorejo from scratch can be labour intensive. This new, pre-prepared, one-litre format is a quicker and simpler way to enjoy the dish every day.

The nutritional composition per 100ml of 38 kcal, 0.9g protein, 5.9g of carbohydrate and 1.1g fat, makes for a healthier, more traditional form of 'ready meal'. With an authentic Andalusian design - white spots on a green background - the additional curved panel also plays an important factor in communicating the product's appeal to consumers, promoting the fact that it is '100% natural and fresh'.

Retail Price

A convenient price point at RRP €1.65 (Euros) for one-litre.

Distribution

Distributed chilled to 1,276 Mercadona stores across Spain in 4 x 3 format.

Technical Information

This product is filled fresh on an Elopak® S-PS-80HA filling machine into one-litre aseptic Pure-Pak Curve® cartons with a 60-day shelf life.

Additional Information

An Elopak customer since 2006, Dafsa in Valencia is dedicated to producing a variety of gazpachos and chilled juices that it sells exclusively to the Mercadona supermarket chain.



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CURVE