

Product profile

Foodcorp (Pty) Ltd, South Africa



Mini Diamond® Curve appeals to Black Diamond market

Launched by Foodcorp in July 2009 as a modern take on a traditional African energy drink, Mageu Number 1 Smooth is a refreshingly creamy maize beverage. Available in 'Lemon & Lime', 'Strawberry Cream' and 'Banana Custard', it is packaged in 330ml Mini Diamond® Curve.

Market Information

'Mageu' is the generic name for a non-alcoholic beverage made from maize meal, sugar and water and fermented with a lactic-acid producing culture. It embraces a huge cultural and emotional value as the 'African welcoming drink' consumed at celebrations and traditional events. Used as a carbo-loading, quick 'meal' for people on-the-go, or as a baking and cooking ingredient, the market-leading Mageu Number 1 brand dates back to 1965. This brand extension uses a finer quality maize meal.

The 'black diamond' female market required a low-fat beverage to suit her lifestyle. Loaded with essential vitamins, the goodness of maize, plus added Vitamin C, it's the ideal snack to give the modern women an energy boost at work or home.

Research shows consumers like this innovation - the goodness of Mageu with a modern touch. Easy to handle, with a clean, fresh design, the 330ml Mini Diamond® Curve carton in soft feminine colours with resealable closure is declared 'sexy' and 'modern'. A smaller size makes it perfect to fit into a handbag, lunchbox or desk drawer.

"The launch is a natural extension of Foodcorp's popular Mageu Number 1 range. There was demand for a smoother maize-based product, aimed at the female consumer who identified it from their childhood. The packaging needed to successfully highlight the health and energy benefits of a convenient, tasty 'meal' for women-on-the-go," concludes Mageu Number 1 marketing manager, Karin Fritz.

Launch activity was concentrated on the Gauteng region, supported by sampling at select events including mall activations, advertorial in print media and in-store point-of-sale promotion.

Retail Price

Positioned in the refrigerated section of major supermarkets and other retail outlets, launch price was R4,49.

Distribution

Distributed throughout South Africa as well as Botswana, Lesotho and Swaziland with a five-week shelf-life when stored in a refrigerator.

Technical Information

Filled on an Elopak PM 30 filling machine into 330ml Mini Diamond® Curve cartons with Elo-Cap™.

Additional Information

Producing all of Foodcorp's Mageu products and operating from Pretoria, the Mageu Number One division is Elopak South Africa's largest customer.



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CURVE