

Product profile

Mlekopol, Poland



Mini BiFi yoghurt drink breaks out of schools

In 2009, BiFi, a children's functional drinking yoghurt packaged in 250ml Mini Diamond Curve® cartons was launched specifically for Polish schools in peach, banana and strawberry. It was so successful that it was then rolled out onto the general retail market by Mlekopol Dairy in August 2010.

Market Information

In 2009, following changes to the laws governing school milk in Poland, Elopak worked with a group of dairies to introduce functional yoghurt drinks to the school system. After an in-depth consultation period with fruit ingredients producers, dairies, scientists from Warsaw Agricultural University and professors from the 'Milk for School, Milk for Health' Foundation - the project team decided upon low-lactose milk as the key ingredient. The product contains 100% natural ingredients, 50% less sugar than normal milk, and no artificial additives, colourings or preservatives.

The 'BiFi' brand name was devised because the yoghurt contains 'friendly' Bifidobacterium bacteria, capable of improving gut health. Once formulated and tested, BiFi was produced for the school system by five dairies, including Mlekopol, Mlecz Wolsztyn, Jana Środa Wielkopolska, SM Krasnystaw and SM Gostyń. Marketing support activities have included a BiFi website, product education through internet quizzes and a schools photography competition.

As a result of its success, Poland's largest dairy, Mlekopol, launched BiFi onto the retail market in August 2010. It's the only functional drinking yoghurt on the market for people with lactose intolerance. To cater for general consumption, an Elo-cap™ closure was added to the carton.

The handy mini pack with the larger cap is an ideal package for the kids market, and has the added advantage of already being familiar to school children. Made mainly of paper (83%) the package is also well recognised as being ecological and recyclable and can be used for newspapers, grey paper, board and furniture. With the lowest CO2 emission of any package used for milk and dairy products, these environmental benefits resonate strongly - particularly with products for children.

Retail Price

RRP is 1.38 (PLN) for 250ml.

Distribution

As well as schools, BiFi is also distributed chilled for general retail in supermarkets across Poland, including Carrefour and Real.

Technical Information

Filled on an Elopak® U-M70 filling machine and packaged into 250ml Mini Diamond Curve® cartons with Elo-cap™ closure.



Diamond
CURVE

www.elopak.com