

# VIFIT Dairy Range Campina The Netherlands

An extra healthy range of products from Campina under the Vifit brand.

VIFIT drink is a yoghurt drink re-packaged in 2005 in 500ml Mini Diamond Pure-Pak® Classic carton with Elo-Cap™ UE. All VIFIT products contain added vitamins, plus the probiotic, lactic acid bacteria LGG for a healthy immune system.

All VIFIT products are available in a wide range of flavours including natural, orange, red fruits, peach, raspberry, lemon light and forest fruits.

## Marketing Concept

VIFIT is a premium dairy brand purchased by all types of consumers, with women making up a large proportion of the target market. Active, health conscious older people of both genders are increasingly choosing products from the VIFIT range.

The range is marketed with the strong, dual brand proposition of health with convenience. The addition in 2005 of the cap, has added key convenience, and as the design of the award winning Mini Diamond Pure-Pak® Classic carton design enables a large cap on the VIFIT range, consumers have better pouring, hygienic resealability and easy consumption on-the-go.

The market for extra healthy dairy is growing with a 30% annual growth according to Campina.

## Distribution

Chilled distribution in The Netherlands, to supermarkets. Distributed in wrap-around units of 6 units.

## Technical information

VIFIT yoghurt drink is filled on a Pure-Pak® U-M70 in 500ml Mini Diamond Pure-Pak® Classic cartons, PE board, Offset print. Shelf life is 24 days.

## Additional information

The VIFIT brand is a premium dairy brand and so the Pure-Pak® gable top carton was the number one choice for the packaging solution and an essential part of the brand's proposition.

The investment made by Campina to re-package these products in 2005 with the added feature of the cap has provided key convenience and added-value, providing consumer benefits and on-shelf differentiation.

