

# SHELF/live

First ready-to-serve *Slim-Fast* soup in combiblocCompact:

## Dieting the delicious way

**SHELF**profile

**Customer**  
Unilever Bestfoods

**Brand**  
*Slim-Fast*

**Product**  
Ready-to-serve diet soup

**Markets**  
Netherlands and Great Britain

**Format**  
combiblocCompact 500 ml

### Losing weight and enjoying it

In the late seventies *Slim-Fast* started life as a healthy diet product in the USA. *Slim-Fast* sales rose rapidly because the Americans wanted to look and feel good in spite of their lack of exercise and tendency to over-eat. Today *Slim-Fast* stands for a healthy and balanced way of losing weight or keeping the weight off while enjoying the true flavour of "real food" as well as the convenience of snacks and ready-to-serve products. *Slim-Fast* is the No. 1 in the market segment of US weight management brands. The diet product is now on the advance in Europe, Asia and Latin America where it is already on sale in 12 countries. Weight management is steadily becoming a global topic. About one billion people worldwide are currently overweight or obese. This figure includes a high number of children. Today there are more overweight than undernourished people in the world. This is particularly true of the United States but the problem is also growing in other countries such as Great Britain, Germany and Australia. Scientific studies prove that about 80 percent of all diabetes cases and 33 percent of all cancer and heart illnesses are linked with weight problems.

### Diet products that simply taste good

*Slim-Fast* belongs to Unilever, one of the world's largest suppliers of brand products in the segments food, body care, perfume, cosmetics, washing powders and detergents. Unilever regularly adds new products to the *Slim-Fast* range and has now launched the first ready-to-serve *Slim-Fast* soup in order to offer consumers maximum convenience. Available in the flavours tomato and tomato & vegetable, it belongs to the "Low Cal,

Low Carb" product range which contains a healthy balance of protein, fat and carbohydrates. This range was specially developed for the markets in the Netherlands and Great Britain where the trend towards low carb diet products is growing. In addition to the ready-to-serve soup, the "Low Cal, Low Carb" product range includes two milk shakes and four snack products. The *Slim-Fast* diet soup in the practical 500 ml combiblocCompact carton sets itself apart from the canned soups already on the shelves. Serving two people, it is an ideal starter for lunch or dinner since it only has to be heated up and is then ready to serve.



Knorr enlarges Tomato al Gusto product range:

## Tomatoes in great shape

**Customer**  
Unilever Bestfoods  
Deutschland

**Brand**  
Knorr

**Products**  
Sieved tomatoes,  
tomato chunks,  
tomato chunks  
with herbs

**Market**  
Germany

**Format**  
combiblocCompact  
500 ml

### Ideal for families

Up to now, the Knorr Tomato al Gusto sauces were only available in a 375 ml pack serving two portions in Germany. In October 2004, Knorr enlarged its product range, launching three new pasta sauces on the market, namely sieved tomatoes, tomato chunks and tomato chunks with herbs. They are packed in the practical family carton combiblocCompact 500 ml. The sieved and chunky tomatoes are in great demand as the basis for home-made sauces.

### Tasty product diversity

Unilever Bestfoods Deutschland was founded in the year 2000 following the merger of Union Deutsche Lebensmittelwerke and Bestfoods Deutschland. The Hamburg-based company currently employs some 6,000 people. Knorr belongs to the Unilever group and is the most successful brand with a turnover of more than 2 billion euros in over 100 countries. The Knorr product range includes soups, bouillons and sauces as well as pasta and ready-to-serve meals. The Knorr Tomato al Gusto brand stands for chopped, freshly harvested tomatoes that are delicately flavoured with different herbs. The products can be used in a variety of

ways, for instance as sauces for pasta and vegetable dishes, as a tasty pizza topping or as the basis for fine soups and casseroles.



Paquito for the French market:

## Fruity products in premium format

**Customer**  
Antartic S.A.

**Brand**  
Paquito

**Products**  
Fruit juices from  
concentrate

**Market**  
France

**Format**  
combiblocPremium  
1,000 ml with  
combiTwist

### Changeover to combiblocPremium

In November 2004 juice filler Antartic changed the packaging for the product range of its premium brand Paquito from the gable-top pack to combiblocPremium 1,000 ml with combiTwist. The changeover was preceded by intensive market research studies in which consumers gave better marks to the 1,000 ml combiblocPremium carton than the gable-top pack. In addition, the three combibloc filling machines that have been in operation at Antartic's premises for years without any problems were another key reason for the changeover. Used to fill products into the small format combiblocSmall 200 ml and 250 ml, the family format combiblocStandard 1,000 ml and the large carton combiblocMaxi 2,000 ml, they have totally convinced Antartic with their performance.

### Quality all along the line

Antartic belongs to Intermarché and fills exclusively for the supermarket chain. The company has two production plants, one for fruit juices and one for cereal products. Antartic produces 270 million litres per year, including 80 million litres of juice. Intermarché has a turnover of some 38.4 billion euros per year and currently employs about 112,000 people in Europe. The company has 4,000 sales locations in Europe. In addition, Intermarché owns more than 40 plants for the production of fruit juices, milk, spring and mineral water, ice cream, fish, fresh and frozen ready-to-serve dishes, bread, biscuits, meat products and canned goods.



**Customer**  
Corporación Alimentaria Peñasanta, S.A.

**Brand**  
Larsa

**Product**  
UHT milk with Omega 3

**Market**  
Galicia/Spain

**Launch**  
05/04

**Format**  
combiblocSlimline  
1,000 ml with combiLift



**Healthy taste with Omega 3:** New milk product in combiblocSlimline for cholesterol-conscious consumers.

**Customer**  
Hochwald

**Brand**  
Goldblume

**Products**  
UHT milk

**Market**  
Germany

**Relaunch**  
09/04

**Format**  
combiblocSlimline  
1,000 ml with combiLift

**Varieties**  
UHT milk with 0.3 %, 1.5 % and 3.5 % fat



**Enjoying milk in a new form:** Hochwald changes over from Tetra Pak to combiblocSlimline.

**Customer**  
Cilam

**Brand**  
Candia  
Silhouette

**Product**  
UHT milk with 0.1 % fat and many minerals

**Market**  
France

**Launch**  
04/04

**Format**  
combiblocStandard  
1,000 ml with combiLift



**Wellness for the modern woman:** Healthy milk from Cilam in combiblocStandard.

**Customer**  
Campbell France

**Brand**  
Liebig

**Products**  
Ready-to-serve soups

**Market**  
France

**Launch**  
08/04

**Format**  
combiblocStandard  
1,000 ml

**Varieties**  
Soup à la Savoyarde, Velouté de Pommes de Terre, Légumes d'Or



**Quickly prepared:** Campbell launches new ready-to-serve soups in combiblocStandard.

**Customer**  
Eckes-Granini Deutschland GmbH

**Brand**  
granini Fruchtig-Frisch

**Products**  
Juice drinks with a fruit content of 30 %

**Market**  
Germany

**Launch**  
11/04

**Format**  
combiblocMagnum  
1,500 ml with combiTwist

**Flavours**  
Orange-Tropic, Roter Früchte-Mix



**Really refreshing:** Juice drinks from Eckes-Granini in combiblocMagnum.

**Customer**  
Cilam

**Brand**  
Candia

**Product**  
UHT milk with calcium and 11 vitamins

**Market**  
La Réunion

**Launch**  
12/04

**Format**  
combiblocStandard  
1,000 ml with combiLift



**Good for kids:** Cilam fills new children's milk into combiblocStandard.

Breisgaumilch puts "Faller-Milch" on the market:

## From the region – For the region



### Organic products are still the trend

Breisgaumilch followed the trend towards organic products as early as 1997 when it launched an organic full-fat milk with natural fat content on the market under the brand name "Die Fallers". Named for a popular television series, the brand is a synonym for the Black Forest and also illustrates Breisgaumilch's corporate philosophy "From the region – For the region", "At home in the Black Forest". Breisgaumilch initially persuaded 16 milk producers from the Black Forest to change over to producing milk according to organic regulations. On account of its close links with the region, the new product line was well accepted and sales rose quickly. Today 64 producers deliver some 8.3 million kilogrammes of organic milk to Breisgaumilch each year. The organic range is being enlarged constantly and currently comprises 17 articles including fit and full-fat milk, whipping cream, natural and fruit yoghurt as well as organic fresh cheese and organic sour cream butter. Since September 2004, two of the products from the Fallers line have been on sale in *combiblocStandard* 1,000 ml with the practical *combiTwist* screw cap. They are organic UHT full-fat milk with 3.5 percent fat and organic fit milk with a fat content of 1.5 percent.

Filling these products into the aseptic carton underlines their natural character as well as the unchanged product values of the organic milk. In addition, the carton's large display surface makes for easy communication of the six most important plus points of the milk: Enjoyment of a delicious organic product, making a contribution to one's own health and environmental protection, controlled quality, promotion of proper animal care as well as active support of green agriculture.

### Sustainable quality from the Black Forest

Breisgaumilch – a cooperation of Black Forest farmers – comprises 2,100 farms and processes around 216 million kilogrammes of untreated milk to milk and fresh milk products each year. These are marketed very successfully especially in Baden-Württemberg. Breisgaumilch's key aim is to offer customers an attractive range of products and to meet their demands in all areas. The marketing strategy "At home in the Black Forest" makes German consumers aware of the quality from the Black Forest and simultaneously creates a link between the countryside, agriculture and the Breisgaumilch products. In this way, the consumer can be sure that he is supporting the culture and beautiful countryside of the Black Forest with each purchase he makes.



**Customer**  
Breisgaumilch GmbH

**Brand**  
Breisgaumilch

**Products**  
UHT milk with 1.5 % and 3.5 % fat

**Market**  
Germany

**Launch**  
September 2004

**Format**  
*combiblocStandard*  
1,000 ml with *combiTwist*

# Soy: Healthy and Tasty

*Consumers are increasingly coming to realise just how important a healthy diet is and are therefore placing more functional foods in their shopping baskets. Thanks to their valuable ingredients, soy products are naturally functional and are therefore ideal for a balanced diet. While soy products are staples in Asia, they have been leading a shadowy existence in the western world to date. Simply because Europeans are not so keen on the typical beany aftertaste. Soy products are not only an important source of vegetable protein for vegetarians and people who cannot eat animal products, they provide all consumers with an opportunity to practice natural, high-quality nutrition.*



The numerous health-promoting benefits of soy have been proven scientifically. Soybeans contain polyunsaturated fatty acids, minerals, B vitamins and folic acid. Added to this, they are lactose- and cholesterol-free. Soy protein plays an important role as a source of protein for vegetarians or people suffering from lactose intolerance. In addition, the high content of isoflavones, a group of secondary phytoingredients, helps to boost the good image of the Asian bean.

The American Food and Drug Administration (FDA) has certified that isoflavones have a cholesterol-lowering effect and may help to reduce the risk of heart disease.

According to scientific studies, incorporating at least 25 grams of soy protein per day into a diet low in saturated fat and cholesterol may lower cholesterol significantly. The FDA confirmed this health claim in 1999 and authorised it for use on food packaging. To qualify for the health claim in the United States, foods must contain at least 6.25 grams of soy protein per serving. Only then can the message "Soy – Good for your Heart" be printed on the packaging. Companies in Great Britain have also been permitted to use this claim for advertising purposes for some months now. It is still unclear whether a formulation like this will also be authorised in other EU states in future.

### The goodness of the whole bean

To make soy products acceptable to European consumers, the WILD company has developed soy extracts and bases that have no beany flavour. A special manufacturing technique removes the aftertaste from the beans. Since the majority of European consumers reject genetically modified products, WILD uses only certified organic soybeans to produce its bases. Added to this, WILD processes only whole beans, with the result that the end product not only contains vegetable protein, but also retains all the valuable constituents of soy, including polyunsaturated fatty acids and vitamins, which are essential for a balanced diet.

Traditional users primarily produce their soy drinks from soymilk.

Scientifically speaking, this is a watery extract from soaked, ground soybeans. Soymilk was mentioned in Chinese sources as early as the second century BC.

Well-known producers such as Bischofszell Nahrungsmittel AG (BINA) or Amecke Fruchtsaft GmbH & Co. KG have already opted for the "whole bean technology". The Swiss firm BINA launched the soy drink "Sojanara" as part of the Actilife brand range at the end of 2003. In April 2004 Amecke placed a soy-based juice in the flavours cherry and pineapple-mango on the German market.

### From the niche to the mass market

Since food with health benefits is booming, it is only a question of time until soy experiences rapid growth in the western world. Once again, America is the trailblazer here. In 2001, around 305 new soy drinks were placed on the US market. In this respect, it is interesting to note that these products are available in mainstream supermarkets and not only in specialised health food shops in the United States. In Western Europe, the soymilk market recorded an average volume growth of 15 %\* from 1998 to 2003. In 2003, 407 million litres of soymilk valued at 166 million USD\* were sold in Western Europe. The average growth predicted for 2003 to 2009 is in the double-digit range, amounting to 16 % by volume and value\*.

There are many reasons for this positive development. On the one hand, soy drinks are profiting from the general trend towards healthy nutrition on account of their valuable nutritional ingredients. On the other hand, these drinks offer the growing number of consumers suffering from milk intolerance a good alternative: Soy products are high-quality protein suppliers in cases of lactose intolerance and lactoprotein allergies. These properties are also appreciated by over four million vegetarians and two million vegans in Germany. However, the new soy products are also attracting the attention of other groups in the population. They are designed for all consumers who want to pursue a healthy lifestyle with nourishing and tasty food.

The beverage carton has established itself as the packaging for soy drinks. In Western Europe, 86 % of all soy milk drinks were filled into cartons, 13 % into plastic bottles and 1 % into pouches in the year 2003. The glass bottles did not play a role in this segment\*.

(\*Source: Euromonitor)

**Guest contribution:**

**WILD:**

In 1931, Rudolf Wild founded the WILD Company in Heidelberg, Germany, with the vision to produce non-alcoholic beverages exclusively from natural ingredients. Today, after more than 70 years, WILD is the largest privately owned supplier of natural flavour ingredients to the food and beverage industry. Besides activities in the fields of process technology and consumer products, the focal point of the company is its ingredients business. WILD's product range for natural flavour ingredients encompasses flavour systems, flavours and extracts as well as fruit and vegetable preparations. Furthermore, the company produces colours, concentrates, sweetening systems and specialty ingredients such as functional flavours and flavour keys.

Further Information: [www.wild.de](http://www.wild.de)

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