



Press Release

Product concept wins more tea fans around the world

Shaken, not stirred: Nulife Bubble Tea – the indulgence of tea with bubble effect

September 2007. In Asia, California and Canada, Bubble Tea is cult. Particularly popular with young people, the beverage has been on the menu in these parts of the world since the late 1990s. The Taiwanese Sunkey Group has incorporated this trend product into its range, and was the first company to offer Bubble Tea in aseptic carton packs. The ready-to-drink tea is available in combibloc *Small* 300 and 330 ml from SIG Combibloc in the variants Green Tea, Tea with Milk, Jasmine Tea and Black Tea flavours.

This cult drink originated in Taiwan, where two different teahouses claim to have invented it. One of these is the Chun Shui Teahouse in Taichung City, where, in the early 1980s, Liu Han Chie experimented with hot tea, ice cubes, milk, flavourings, syrups and tapioca pearls. To mix, the ingredients are shaken in a cocktail shaker, which makes lots of bubbles foam on top of the drink and the tapioca 'pearls' float in the tea. This bubble foam and tiny balls of starch made from cassava root (manioc or yucca plant) gave the Bubble Tea, or Pearl Tea, its name. Bubble Tea is usually served with an extra-wide straw, so that the drinking experience can be savoured to the full.

A revolution in tea-drinking

In Taiwan, Bubble Tea created a revolution in tea consumption, taking the whole country by storm. Hundreds of small cafes and speciality shops have sprung up, preparing Bubble Tea blended to the customer's taste to take away.

The bubble effect in Bubble Tea was originally provided by shaking the ingredients in the cocktail shaker, but the bubbles in Nulife Bubble Tea are created by shaking the package. The headspace of the SIG Combibloc carton pack enables the tea to be shaken thoroughly. As in a cocktail shaker, the shaking action creates airy bubbles inside the carton pack, which give a tingling sensation in the mouth. This mouthfeel and the taste of Nulife Bubble Tea have found a particularly enthusiastic reception among young people.

Interaction with the target group

Sunkey Group has been catering to Taiwanese consumers with upmarket products for over 20 years. Younger people have grown up with the company's products, and continue to be one of its major target groups. Sunkey is now celebrating the sale of five billion packs of Nulife Tea with the launch of a Sudoku promotional pack of the Bubble Tea range, underscoring its image as a young, trendy brand. A Sudoku puzzle is printed on the side of each carton pack, with the solutions available on Sunkey's website. More puzzles and on-pack special offers are planned to increase interaction with young consumers, and to keep the members of the target group talking about the product.

Caption (Bubble Tea):

The Taiwanese Sunkey Group has incorporated Bubble Tea into its range, and was the first company to offer the product in aseptic carton packs. The ready-to-drink tea is available in combibloc *Small* 300 and 330 ml from SIG Combibloc in the variants Green Tea, Tea with Milk, Jasmine Tea and Black Tea flavours. Sunkey is now celebrating the sale of five billion packs of Nulife Tea with the launch of a Sudoku promotional pack of the Bubble Tea range, underscoring its image as a young, trendy brand.

Photo: SIG Combibloc

SIG Combibloc is one of the world's leading systems suppliers of carton packaging and filling machines for beverages and food. Employing approx. 3,890 people, the company recorded sales of EUR 1,210 million in 2006. SIG Combibloc is a division of SIG Holding AG, Switzerland. Since May 2007, SIG Holding AG is owned by the Rank Group, New Zealand.

Your contact:

Heike Thevis – Press Officer
SIG Combibloc GmbH
Rurstrasse 58, D-52441 Linnich, Germany
Tel: +49 2462 79 2608
Fax: +49 2462 79 17 2608
Email: heike.thevis@sig.biz