



Press Release

Boschi Food & Beverage S.p.A.: Handy packaging for a healthy “wellness” drink

Enjoying a lactose-free beverage: almond milk in aseptic carton packs

October 2007. In ancient times, almond milk was considered an effective beauty treatment for perfect skin. In more recent times, this creamy drink has become a favourite thirst-quencher in southern Europe that many consumers drink almost every day. It is also increasingly appreciated as a milk-free alternative by consumers with a lactose intolerance. Italian foodstuff manufacturer Boschi Food & Beverage S.p.A. now markets the product in combibloc *Slimline* 1,000 ml from SIG Combibloc.

Almond milk is sweeter than soy milk and richer in vitamins. This makes it very popular with female customers in particular. Its Vitamin E content supports skin, hair and nail growth. Its high magnesium content also eases menopausal complaints.

Encouraged by its success with this product, Boschi also plans to market flavoured versions of almond milk, such as cocoa or strawberry. This is a way for the company to satisfy the world-wide growth in demand for natural foodstuffs offering health benefits. The fact that the media and political debates have picked up on health-related topics has awakened consumer interest in health issues. Public discussion about the connection between nutrition and the occurrence of certain diseases has also directed the attention of consumers toward health-conscious nutrition. Consumer expectations of health-promoting products are mainly focused on their weight-regulating effect and positive aspects that protect against osteoporosis, cancer and cardiovascular diseases, as well as strengthening the immune system in general.

Successful communication is needed to turn product strategies of this kind into market success. Consumers must be convinced of the effectiveness of the product features, and particularly of the positive influence that the product will have on their own bodies. So packaging assumes an important communication function in telling consumers about the added values. This why Boschi is now using the four freely-configurable display surfaces that the aseptic carton pack offers to communicate with its consumers.

Boschi: versatile and flexible

Boschi Food & Beverage S.p.A. was established in the Parma region of Italy more than a century ago. It has built a reputation for versatility and flexibility by working with internationally-known brands and businesses.

Caption:

In ancient times, almond milk was considered an effective beauty treatment that helps to promote perfect skin. In more recent times, this creamy drink has become a favourite thirst-quencher in southern Europe, and is becoming increasingly appreciated as a milk-free alternative by consumers with a lactose intolerance. Italian foodstuff manufacturer Boschi Food & Beverage S.p.A. now markets the product in combibloc *Slimline* 1,000 ml from SIG Combibloc.

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.

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