



Experience added value, bit by bit

drinksplus: your new concept for success



SIG Combibloc

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A bit ahead of the game

Globally, the food industry is searching for product innovations. SIG Combibloc, one of the world's leading systems manufacturers of carton packaging and filling machines for food and beverages, offers packaging solutions that open the door to a wealth of new product ideas with natural particulates that create exciting drinking experiences. And these new ideas are exactly what the consumer demands.

In cooperation with our customers, we develop drinks with real added value and turn them into successful products utilizing the flexibility of our filling system. Recent studies have shown that for the consumer, drinks containing nutritious 'extras' are perceived as offering genuine added value. So with our *drinksplus* concept we have added pieces of fruit or vegetables and even cereal grains to the drinks. The consumer really experiences the added value – bit by wholesome bit. Whether it is a beauty tonic, a wellness drink, a health beverage or a sports pick-me-up, the curtain can now be unveiled on your new concept for success.

Thanks to our competence to fill particulates, it is easy to turn new product concepts containing natural fruit and vegetable bits into reality. We can draw on many years of experience and on our ability to make sure that you are always a bit ahead of the game!





Bit by bit: feel the sensation

Consumers are demanding and know what they want. The foods that people enjoy regularly and sell well, must taste good and offer a few moments of real pleasure. However, consumers are increasingly looking for products that keep them alert, productive and physically fit. Thus, a drink has to be more than just a drink as it is no longer a simple matter of quenching one's thirst. For consumers, healthy nutrition, well-being and naturalness are becoming the key considerations in food and drink choices. So, adding value in foods from an all-natural process is of vital importance.

An international consumer study commissioned by SIG Combibloc confirms that for consumers, claims of added value in a product are given much greater credibility if the product contains pieces of real fruits, vegetable or cereals such as bits of aloe vera.

The product test also revealed that even adults prefer to drink products with perceptible added-value qualities through a straw. Drinking through a straw allows the consumer to fully experience the unique texture and flavour intensity of products containing bits of fruits, creating a completely new drinking experience.

These findings can be attributed mainly to changes in consumer attitudes regarding nutrition and new drinking habits. Conventional mealtimes are becoming a thing of the past, with 'proper' meals often replaced by snacks. This makes value-added drinks in convenient packaging the perfect companions for people on the go. The nutritious little extra bits give the products the character of a snack. And it offers a new paradigm for the beverage industry – especially if consumers can taste and actually feel the sensation of the healthy ingredients contained in the drink.

The unique particulates filling technology from SIG Combibloc opens the way for new product concepts that combine a drink and the extra bits it contains into a distinctive whole that is more than just an average drink. Whether it is cereal grains or pieces of fruit or vegetables that are added to the drink; it is a step towards a well-balanced nutrition and completely creates new tastes and drinking experiences. For you as a manufacturer of premium foods, it is crucial that exciting new concepts are not simply ideas on paper – with SIG Combibloc, great ideas become reality.



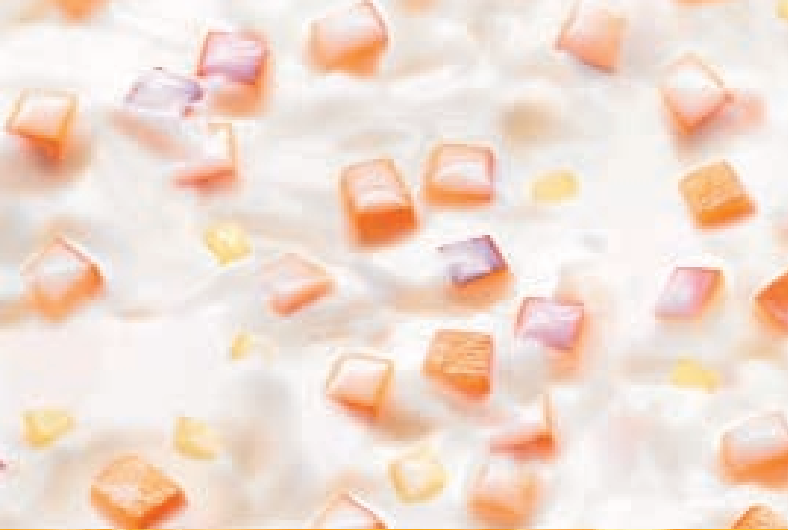
Glittering world premiere

Mengniu Dairy, China's leading manufacturer of long-life dairy products, has been setting the pace when it comes to innovative drinks concepts with perceptible added value. The company was the first in the world to offer aseptically filled yoghurt drinks in strawberry, peach, coconut, aloe vera and kiwi flavours, containing pieces of fruit in carton packs from SIG Combibloc. China's yoghurt drinks market is vast and highly competitive. Mengniu is pursuing the objective of launching innovative products that are clearly differentiated from those of its competitors, generating high profit and sustainable growth. The company is positioning these premium drinks to appeal first and foremost to young, dynamic women who care about their physical well-being and demand great-tasting food. The drinks are more than just drinks: they offer fun and a new drinking experience for the consumers.

Sales figures and consumer feedback speak for themselves: according to consumer research, 80 per cent of consumers buy the products again after their first trial. The drinks are being linked to a modern lifestyle and are winning an enthusiastic fan base by providing a new sensory experience and a very special taste sensation.

This value-added drink concept has been very successful for Mengniu Dairy and new products are quickly being developed to its portfolio: In 2008, the company launched UHT milk drinks containing cereal grains in aseptic carton packs from SIG Combibloc – a further premium product with perceptible added value. Positioned as breakfast milk for busy people, the taste experience gives the consumer variety and an all-in-one solution for convenient and balanced nutrition.







You have the choice

With SIG Combibloc, you now have the opportunity of creating a new paradigm in drinks. Cater to the consumers' growing demand for all-natural nutrition and offer products that combine physical well-being with a unique and enjoyable drinking experience. Get in on the act: the system concept for drinks*plus* offers you, as a manufacturer of liquid dairy products and non-carbonated soft drinks (NCSD), added value in multiple ways. It is the basis for a wealth of potential trend products containing surprising extras that can now become a reality quickly and efficiently.

Cereal grains or pieces of real fruit or vegetable that contribute to a balanced diet can generate extra added value. Whether it is a milk product, a fruit drink or perhaps a combination of both that you want to make more attractive by adding some extra bits: system solutions from SIG Combibloc open up a whole new world of opportunities for clearly differentiating your drinks offerings from competing products.

In cooperation with the DoehlerGroup, a leading international manufacturer of fruit juice concentrates, fruit compounds, blends, bases, ingredient systems, emulsions, flavourings and colourants for the beverage, dairy and ice cream industries, we have developed a selection of innovative drinks containing particulates for the drinks*plus* concepts. For instance, these include smoothies with bits of pineapple and orange refined with pepper, and yoghurt drinks with pieces of mango and pineapple. The recipes we have tested leave plenty of scope for further creative drinks concepts to enhance your product portfolio.

We have the solution

When an innovative idea comes along, for your company it is not just a matter of considering an attractive new concept – you also need to think about technical feasibility and prospects for success. We have developed and tested solutions that can now be utilized to turn your product ideas into reality. And they can be perfectly matched to your objectives, investment volume and manufacturing capacity.

Based on many years of experience in aseptically filling food products with particulates, we extended this expertise to adding nutritious bits to liquid dairy products and non-carbonated soft drinks as well. In developing the required technological solutions, the special challenge is to aseptically fill carton packs with product formulations containing a particulate proportion of up to ten per cent. The particulates must not stick together or dissolve in the liquid, neither during the filling process nor afterwards.

We succeeded in bringing the liquid and solid product components together, under sterile conditions and on a continuous basis as part of the routine filling process – using standard filling machines from SIG Combibloc for liquid dairy and NCSD products. We work closely with other experienced and globally active companies to offer complete solutions that incorporate product handling and process technology before the filling process. Together, we develop and implement the entire product and system concept. One of our partners is GEA TDS. GEA is a globally successful technology company that concentrates on special purpose machinery – focusing on process technology and components, as well as plant engineering and construction.

On the following pages, we introduce three basic designs for technical implementation. They can be tailored to your existing manufacturing facilities and adapted to your desired product concept.





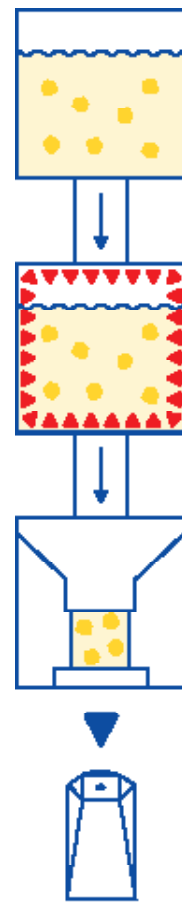


The technology: simply perfect

The *drinksplus* concept can be implemented using standard filling machines from SIG Combibloc for liquid dairy and NCS D products. The products can contain up to ten per cent particulates, with individual bits up to six millimetres in length and diameter. Only a few adjustments need to be made to the filling machine, such as adapting filling nozzles to fill particulates. There are three basic technical options for implementing the *drinksplus* concept:

Single heat treatment: perfect solution for viscous products

With the basic solution for processing and filling innovative *drinksplus* products, the liquid component and the particulates are mixed and then heat-treated in one tubular heat exchanger. This method is especially suitable for viscous drinks like smoothies where the extra bits are evenly distributed. In the heat exchanger, the product is optimally processed for subsequent filling into carton packs using a standard SIG Combibloc filling machine. With this basic system setup, innovative product concepts containing particulates can be implemented efficiently and with little time and effort.



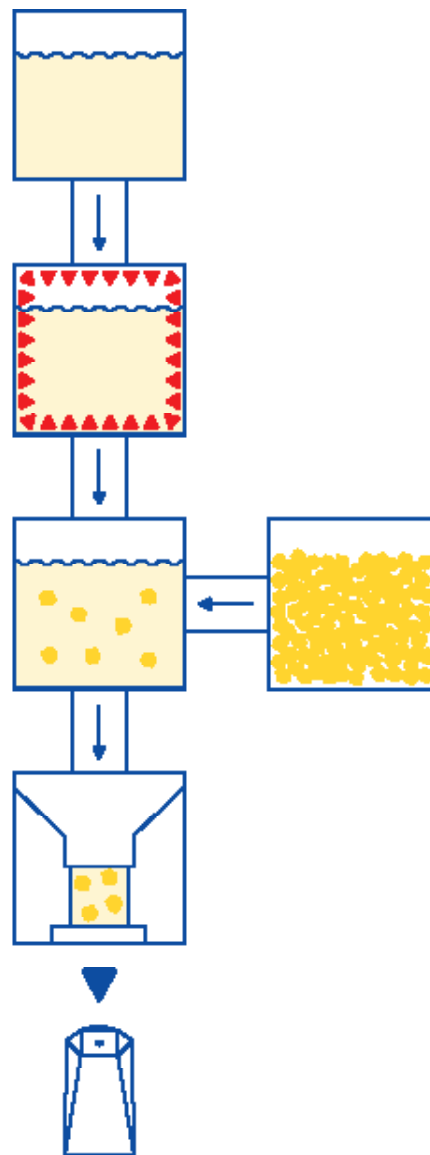


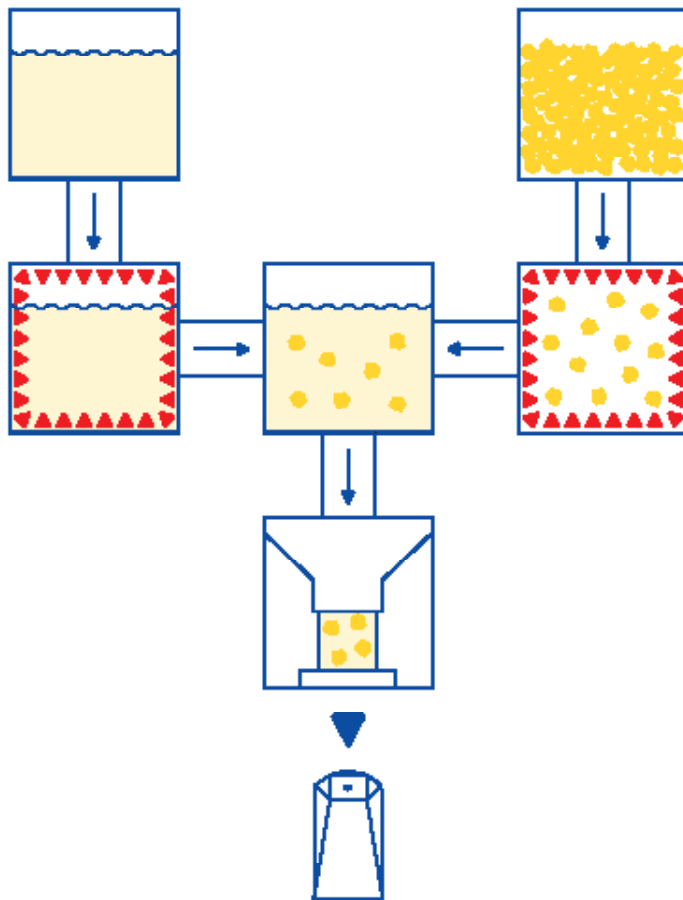
Separate heat treatment: two solutions

The additional option of heat treating the liquid component and the solid particulates separately means that less viscous value-added products, such as fruit juice drinks with particulates, can also be developed and then aseptically filled into SIG Combibloc carton packs. There are basically two possible solutions:

1. Flexible with aseptic barrels

In the first option for the separate treatment of the solid and liquid product components, the liquid is processed in a standard heat exchanger while the supplier of the solid particulates delivers the aseptically filled bits in a carrier liquid. They are delivered in mobile aseptic barrels which are docked to the filling machine. Thus, the liquid component and the solid bits are brought together in a mixing station just before the aseptic filling process takes place. This flexible process does not require major technological modifications in terms of product treatment and process technology.





2. Countless possibilities with two heat exchangers

This second solution for filling new product concepts containing extra bits probably offers the most versatile range of possibilities for mixing and filling innovative success formulas. In this separate processing option, the liquid component and the solid particulates are treated on-site at the producer's plant in two separate heat-treatment facilities.

After the heat treatment, a dosing unit is used to bring the product components together in a mixing station. The product is temporarily stored in a sterile tank containing an agitator and finally filled into the carton packs.

This process technology, based on two heating facilities working separately, is the system that Mengniu Dairy uses to manufacture its value-added products.

Added value, perfectly packaged

For more than 20 years, we have been leading the way in the aseptic filling of food products with particulates into carton packs. With the *drinksplus* concept, we created an innovative category concept which offers a new paradigm for the beverage industry. Our state-of-the-art filling machines and advanced technical solutions allowed us to turn this amazing idea from a concept into a reality. We have developed solutions that can be utilized to turn your ideas into successful new product launches.

The sleeve system makes it possible: each carton sleeve is individually shaped, sterilised and filled on filling machines from SIG Combibloc. After filling, the carton pack is ultrasonically sealed above the filling level and not through the product – preventing fibres or particulates from becoming trapped in the sealed seam. These new value-added drinks with particulates are available for filling in our *combibloc* and *combifit* formats, and can be easily and safely transported. In addition, the products can be stored for long periods of time without refrigeration or preservatives while retaining the same high product quality.

Market studies indicate that single-serve drink packs are continuing to grow in popularity around the globe as consumers are demanding on-the-go products. SIG Combibloc meets these demands, offering a wide selection of single-serve carton packs in a broad range of volumes.

By drinking through a straw, the extra bits in the products and the full intensity of the unique textures are best experienced. The drinking straws for *drinksplus* are six to eight millimetres in diameter, and make drinking products with value-added particulates a very special experience.

Let the packaging do the talking! With their fully printable display surfaces, SIG Combibloc carton packs are perfect for communicating the added-value characteristics of your new products, making them stand out on the shelf.

Benefit from our experience, our technical know-how, and the vast range of our aseptic filling and packaging solutions. Together, we can find the perfect way to turn innovative product ideas and unique drink experiences into reality.





drinks plus
REAL FRUIT PIECES

drinks plus
REAL FRUIT PIECES

drinks plus
REAL FRUIT PIECES

drinks plus
REAL FRUIT PIECES

drinks plus
REAL CITRUS GRAINS

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PIECES

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REAL CITRUS
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drinks plus
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8%
REAL FRUIT
PIECES

Contact us to find out how to drive your business with the innovative *drinksplus* concept. Send us an email to drinksplus@sig.biz or give us a call!



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