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SHAKING UP THE ON-THE-GO MILK MARKET

## **MENGNU LAUNCHES RECLOSABLE combismile PACKAGE FOR UNIQUE MANRAN (BURNLOOKING) FIBER SHAKE MILK**

As Inner Mongolia Mengniu Dairy Group in China continues to innovate the Asian milk market, the company has again chosen SIG's on-the-go combismile packaging solution. This time in a larger format to launch its unique ManRan (Burnlooking) fiber shake milk to help with increasing weight management requirements.

Aimed at busy consumers, who strive to maintain a healthy weight but don't always have time to exercise regularly, Manran (Burnlooking) fiber shake milk is the first product on the market to use SIG's combismileBig 250 ml carton pack with combiGo closure. This convenient on-the-go packaging combination is perfect for those living fast paced lives.

### **Solution-driven approach**

Part of SIG's Value Proposition, which offers a solution-driven approach for food and beverage manufacturers, focusses on Product Innovation and Differentiation. SIG works closely with

customers to deliver product and packaging solutions that fit consumer needs. An example of this is SIG's packaging innovation combismile. combismile is available in two different footprints: small and big. Each corresponding combismile filling machine offers different volumes and opening solutions for multiple packaging and product options. The smaller footprint offers four volumes and has a total of eight packaging variants and the larger footprint offers five volumes and a total of ten variants.

After a previous successful cooperation between SIG and Mengniu on the brand Zhenguoli, a premium ambient yogurt launched in combismileSmall earlier this year, Mengniu partnered with SIG again. Relying on SIG's proven expertise and extensive marketing intelligence, a collective decision was made to use combismileBig 250 ml, combined with combiGo closure, as the perfect packaging solution for ManRan (Burnlooking) fiber shake milk. combismile meets the convenience requirements of busy, yet health-conscious, consumer target group. With the easy-grip corners, the pack fits very well in the hand. And with its curved, modern shape and metallic finish it stands out in retail. The combiGo single action closure allows easy re-sealing for safe bag storage and refreshment at any time of day.

As ManRan (Burnlooking) contains cereal particulates, Mengniu also makes use of the built-in unique drinksplus solution that comes with the combismile filling machine.

The low calorie fiber shake milk contains milk and cereal particles as a base, with blueberry juice, CLA glyceride and diet fiber, creating a unique 'fit for purpose' on-the-go drink experience for consumers.

ManRan (Burnlooking) was initially launched as an exclusive product on WeChat, a Chinese multi-purpose messaging, social media and mobile payment app, with a brand character that clearly depicts the beverage's fat burning properties, both on pack and in promotional material, including a TV commercial. The brand's blue and gold colors convey energy and modernity.

*Hongyu Bai, Head of Brands of Functional Beverage at Mengniu Group, commented: "Once again it has been extremely beneficial for us to work so closely with SIG on our latest ManRan (Burnlooking) fiber shake milk launch. combismile, combined with SIG's unique on-the-go closure, gives us the reassurance that our valued customers always experience the best on-the-go drinking comfort and convenience."*

Hongyu Bai continued: "Our product also clearly stands out in the retail environment thanks to combismileBig's sleek, modern design and metallic print finish, giving us a clear competitive advantage."

*Lawrence Fok, President and General Manager Asia-Pacific at SIG, commented: "As we continue our close collaboration with Mengniu, it's exciting to see our on-the-go packaging combination of combismile carton pack and combiGo closure, being launched for the first time. We look forward to continuing our partnership with the team at Mengniu, offering the ultimate packaging convenience for an increasingly mobile population and to help to grow the company's ambient offering in this buoyant category."*

**Disclaimer: combismile is currently not available in Germany, France, Great Britain, Italy and Japan.**

**About SIG**

SIG is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our 5,000-plus employees worldwide enable us to respond quickly and effectively to the needs of our customers in more than 60 countries. In 2017, SIG produced 33.6 billion carton packs and generated €1.66 billion in revenue. For more information, visit [www.sig.biz](http://www.sig.biz).

**LINK TO THE COMBISMILE MICROSITE:**

<http://combismile.com/>

**READ ABOUT SIG'S VALUE PROPOSITION:**

<https://www.sig.biz/en/solutions/overview>

**LINK TO MENGNIU'S MANRAN VIDEOS:**

<https://bit.ly/2wZ1b9j>

<https://bit.ly/2Qlp6ZC>

**PICTURE CAPTION:**

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**Photo: Inner Mongolia Mengniu Dairy Group**