

## Press release

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SIG's brand-new family-size pack offers high convenience and on-shelf differentiation

## **Hochwald enters plant-based segment with Bärenmarke oat beverages in SIG's packaging innovation SIG Vita**

Hochwald, a leading German dairy company, is taking a leap into the continuously growing plant-based segment with a range of oat beverages in SIG's cutting-edge family-size packaging SIG Vita. Offering high convenience and outstanding on-shelf differentiation, the new packaging solution is an important building block of the product concept and the route to market into the plant-based arena. Four new oat-based products will be available on German retail shelves in SIG Vita 1,000 ml under the trusted Bärenmarke brand. They are perfectly suited to busy and health-conscious consumers and a rapidly evolving product category.

SIG's latest family packaging innovation is tailor-made for modern life and meets the demands of consumers seeking simplicity and convenience. With a sleek and sturdy design, SIG Vita is the perfect partner for Hochwald's Bärenmarke oat beverages as the company gears up for the future.

**Thilo R. Pomykala, Chief Sales Officer (CSO) at Hochwald:** "Entering the market for plant-based beverages with our Bärenmarke brand is a milestone for us as a dairy company. With our promising and authentic brand concept and the very tasty products, we follow the diverse requirements of our customers. The impressive packaging innovation SIG Vita rounds off this promising market launch. The SIG Vita family packaging is an elegant, robust and extremely practical packaging solution that goes very well with our new Bärenmarke oat drinks. We are excited to see how we, as a company and with our brand – as a provider of attractive product concepts based on milk and now on milk-alternatives – can continue to expand this attractive product category together with our proven partner SIG."

Demand for convenient products offered in family-size packaging has grown exponentially in recent times, due to factors such as working from home and buying products in advance. Available in sizes of 500, 750, and 1,000 ml, SIG Vita was developed based on extensive consumer research and offers a competitive edge for beverage manufacturers like Hochwald. The organic curve on the back of the pack makes it easy to handle for consumers of all ages, while SIG's tethered, easy open and resealable closure SIG TruCap Linked ensures a smooth and easy pouring experience.

**José Matthijsse, President and General Manager Europe at SIG:** "We are delighted to be partnering with Hochwald again and now jointly introducing our packaging innovation SIG Vita. The SIG Vita family pack will help Hochwald, as a new player in the plant-based beverage segment, to differentiate their SKUs and spark consumer interest. Hochwald is the first customer to use SIG's next generation filling technology, setting the course for a new era of high-performance production in the beverage and food filling industry."

The paperboard used for SIG Vita is sourced from 100% FSC™-certified forests and other controlled sources and the aluminum sourced is ASI-certified (Aluminium Stewardship Initiative). Like all other carton packs from SIG, SIG Vita is produced with 100% renewable electricity, designed to be fully recyclable and available with polymers linked to forest-based renewable or recycled materials via a mass-balance system.

### **About SIG**

SIG (FSC™ trademark license code: FSC™ C020428) is a leading solutions provider of packaging for better – better for our customers, for consumers, and for the world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch, we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable, and affordable way. Our technology and outstanding innovation capabilities 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. Sustainability is integral to our business, and we strive to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland, and is listed on the SIX Swiss Exchange. The skills and experience of our approximately 9,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2022, SIG produced 49 billion

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packs and generated €3.1 billion in pro forma revenue (incl. unaudited revenue from recent acquisitions). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics, a Platinum CSR rating by EcoVadis, and is included in the FTSE4Good Index. For more information, visit our [website](#).

For insights into trends that drive the food and beverage industry, visit the [SIG blog](#)

**Picture caption:**

Hochwald, a leading German dairy company, is taking a leap into the continuously growing plant-based segment with a range of oat beverages in SIG's cutting-edge family-size packaging, SIG Vita.

**Photo: SIG**

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