

19.06.2018



CHINESE DAIRY CHOOSES SIG'S INNOVATION FOR NEW PREMIUM  
AMBIENT YOGHURT WITH TASTY CHIPS

## **OUTSTANDING PRODUCTS NEED A STAND OUT PACKAGING: COMBISMILE IS GOOD TO GO FOR MENGNIU**

Inner Mongolia Mengniu Dairy Group in China has chosen SIG's innovative combismile package to complement its new 'Zhenguo Li' long-life yoghurt with coconut chips and berry jams, targeted at young and mobile consumers who require a convenient on-the-go option to match their busy lifestyles.

With its new 'Zhenguoli' range Mengniu has upgraded the ambient yoghurt category, a successful product segment which is relatively new to the Chinese market, to meet the growing demands of the mobile generation who is looking for convenient yet nutritious on-the-go snacks. Available in Blueberry and Strawberry flavours, the new Zhenguoli yoghurts contain real coconut chips and ingredients sourced from the countries of origin, for example probiotic strain from Denmark and blueberries from North America. In Jiangsu province alone, the long-life yoghurt category has grown 21% from 2016 to 2017 and continues to grow in popularity with the young and mobile consumers.

Richer and creamier than standard drinking yoghurt, Mengniu was eager to find an innovative packaging concept that matches its new premium and innovative ambient Zhenguoli yoghurt range, which is fast becoming a preferred breakfast habit for many busy commuters to enjoy on their journeys to their workplaces.

A solution-driven approach was adopted to achieve this. Mengniu worked closely with SIG to identify a premium packaging solution that not only fulfills the image requirements of its novel and outstanding on-the-go product, but also satisfies the convenience needs of its ever-discerning consumer. combismile offers the perfect solution.

With its smart curves, modern shape and easy-to-grip corners, the slim and eye-catching combismile, with metallic finish to reinforce Zhenguoli's premium image, provides Mengniu with the perfect packaging solution to launch its standout long-life yoghurt range. The company also uses the unique drinksplus solution that is available with each combismile filling machine.

As part of its Value Proposition, SIG aims to drive Product Innovation and Differentiation by forging strong and mutually beneficial partnerships with business partners such as Mengniu to meet the changing needs of an increasingly mobile society, while driving innovation and growth.

### **Celebrity Endorsement**

Zhenguoli's new premium ambient yoghurt with real coconut chips and berry jam, has recently launched to the Chinese market in combismileSmall 200 ml and is offered with an extra-wide straw. Marketing campaigns for the new products include Chinese superstars Zhanilia Zhao and Yifeng Li. Both celebrities are already bringing the premium yoghurt brand closer to consumers, reaching millions of fans on social media platforms to spread the word and increase appeal among the young demographic.

*Ying Xu, Director of Milk Beverage Marketing at Mengniu Group, commented: "Our latest innovation for the buoyant ambient yoghurt market in China offers our young and mobile consumers exactly what they've been looking for. Standing out in terms of premium taste and image appeal, it is essential we have found the perfect packaging solution to complement such an important on-the-go innovation for our Zhenguoli brand."*

She continued: "Working closely with the team at SIG, we quickly realized that combismile gives us the perfect solution as it matches so many of our brand objectives. Not only do we benefit from SIG's unique drinksplus technology offered with the combismile filling machine, the modern look and feel of the convenient combismile package appeals to our increasingly mobile consumers, who prefer to consume healthily while on-the-go."

*Lawrence Fok, President and General Manager Asia-Pacific at SIG commented: "combismile is the perfect fit for this new range of innovative and premium Zhenguoli long-life yoghurts. So soon after its official launch in China, it's exciting to have Mengniu using our unique on-the-go combismile packaging which is strengthening this new and growing ambient category for the Chinese market. We are already working with Mengniu to install more combismile lines for the new yoghurts, to maximize the huge growth potential."*

The unique combismile shape and appealing smile is formed directly within the filling machine. Each combismile filling machine has an output of 24,000 packs an hour, high-speed performance, filling volume flexibility and drinksplus capability added by newly developed opening and straw applicators. Together, this represents SIG's most complete line solution to date.

**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 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 65 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)

**PICTURE CAPTION:**

Inner Mongolia Mengniu Dairy Group in China has chosen SIG's innovative combismile package to complement its new 'Zhenguoli' long-life yoghurt with coconut chips and berry jams, targeted at young, mobile consumers who require a convenient on-the-go option to match their busy lifestyles. The new Zhenguoli yoghurts are available in Blueberry and Strawberry flavours.

**Photo: SIG**

**ADDITIONAL LINKS:****ZHENGUOLI ADVERTISEMENT:**

<https://bit.ly/2GKB74J>

**COMBISMILE MICROSITE:**

<http://combismile.com/>