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MARKET INNOVATION FOR ON-THE-GO LIFESTYLES

## **New product development in Taiwan: ROOTS launches innovative apricot kernel drink in SIG carton packs**

ROOTS of Quality Foods, an ambitious start-up company from Taiwan, has launched its first plant-based drink – a new beverage made from apricot kernels from Asian apricot trees. This market innovation is offered in SIG's combiFitSmall 300ml carton pack, with the added benefit of SIG's reclosable combiSmart closure. This smart and winning combination ensures convenience for on-the-go lifestyles and provides high visibility on the shelf.

This new product meets the changing demand from consumers for healthier, more convenient and more sustainable beverages. The ROOTS apricot kernel drink features a rich and healthy taste, with a

slightly sweet, elegant aroma. By grinding the whole apricot kernel, ROOTS apricot kernel drink provides a natural, indulgent and rich mouthfeel. ROOTS uses colloid mill technology to grind the apricot kernels into very small pieces. This way, all the nutrients and even the smallest fibres are preserved, which ensures a creamy and all-round enjoyable drinking experience.

Filled in SIG's stylish and outstanding carton packs, the new drink is premium from the outside and inside. The carton pack is very easy to open with the help of the closure and offers great convenience. The closure can be resealed so that the product is safely and hygienically protected until the next sip – at home as well as on-the-go.

ROOTS is committed to making products that are kind to the earth and the environment. Carton packs from SIG are an excellent choice, as they are largely made from raw paperboard, which is obtained from wood which is a renewable resource. SIG obtains 100% of the paperboard used in SIG carton packs as FSC™-certified. ROOTS offers the market a fully recyclable beverage carton with a low carbon footprint.



To meet ROOTS' specific needs, SIG worked with Taiwan's Food Industry Research and Development Institute (FIRDI) to develop a full solution. FIRDI supports the product development with its comprehensive recipe and process knowledge. This accelerates the process of turning product ideas into reality and makes it easy for SIG customers to test ideas and concepts at reasonable costs. The starting point was made with small-scale test filling on an SIG CFA 112 filling machine installed at FIRDI. Subsequently, ROOTS was able to rely on Sunnano's co-packing services for filling the market-ready products. Sunnano supports premium brands in packaging high-quality products in SIG's combifitSmall carton packs. The typical slanted top area of the combifit carton packs, and the centrally placed closure, offer consumers an optimal drinking experience – filling volumes between 200 and 350 ml are possible.

*John Ku, Country Manager Taiwan at SIG: "We are an aseptic carton solution provider. The flexibility of our filling technology supports Sunnano to successfully expand from a brand owner to a robust and trusted co-packer. Sunnano can not only fill standard products, but also innovative product developments in two different formats and several volume sizes on the same filling line. In close partnership we are turning the apricot kernel innovation from ROOTS into a commercial reality."*

ROOTS foresaw the true benefit of apricot kernel and burgeoning trend of plant-based beverages.

With product development and packaging innovation solutions, SIG supports ROOTS' vision to offer product innovation in the premium plant-based beverage segment.

*Laura Liu, co-founder and CEO at ROOTS: "Consumers are no longer driven by price but by the promise of better health, quality and new experiences. This means they are willing to pay a premium price for added value and true nutritional benefits. ROOTS is striving to keep pace with the demand of plant-based foods to create more innovative, sustainable, and differentiated plant-based beverages."*

The first ROOTS apricot kernel drink was launched in December 2021. More delicious and healthy concept flavours will continue to roll out through different channels in 2022. More information:

<https://www.roots-foods.com/>

### **About SIG**

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading systems and solutions provider for aseptic carton packaging. 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 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. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,900 employees worldwide enable us to respond quickly and effectively to the needs of our customers in around 70 countries. In 2021, SIG produced 42 billion carton packs and generated over €2.0 billion in revenue. SIG has an AA ESG rating by MSCI, a 13.4 ESG Risk Rating (low risk) score from Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit [www.sig.biz](http://www.sig.biz). For insights into trends that drive the food and beverage industry and inspire us to innovate, visit our SIGnals blog: <https://www.sig.biz/signals/en>

**PICTURE CAPTION:**

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**Photo: ROOTS**

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