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CREATING PLANT-BASED DRINKS WITH COMBISMILE PACKAGING

combismile helps Juustoportti expand its Friendly Viking's brand in Europe's on-the-go market

Finnish food producer Juustoportti has launched a new range of premium oat-based drinks in Europe's on-the-go market with SIG's combismile* carton packaging. The introduction of Friendly Viking's Oat Drinks is part of the producer's efforts to branch further out into plant-based products.

With the aim of extending the reach of its Friendly Viking's brand in the market and promoting itself

as a packaging and manufacturing partner for other businesses in Europe – as well as reducing costs and downtime – the family-owned business required a complete filling solution.

“We chose SIG for many reasons, not least of which was to be different and to have the ability to offer consumers on-the-go products designed to meet a range of needs and desires. With SIG’s end-to-end filling line solution at our disposal, we’ve been able to create a line of premium oat-based beverages perfect for local markets and exports. This helps us fulfil our desire to launch a strong plant-based portfolio that can be delivered in modern and attractive packaging – and gives us the potential to produce similar products later down the line.” – Timo Keski-Kasari, Managing Director, Juustoportti

Breaking new ground with combismile

With an output of 24,000 packs an hour, SIG’s combismile filling machines are designed to produce drinking milk snacks and plant-based dairy alternatives, functional and still water drinks, ready-to-drink teas and coffees – among many other options. This gives producers the ability to package a wide range of products in order to meet growing consumer demands.

For Juustoportti, SIG’s solution has given them the ability to deliver beverages ranging in size from 200ml to 350ml, and with two drinking options: a single-action closure or a paper straw. In addition, with combismile’s built-in drinksplus, Juustoportti can now add more healthy ingredients and real food pieces to its products – such as fruits or oats.

A partnership built to last

Following on from the initial meeting in March 2019, installation of SIG’s filling line in Juustoportti’s Jalasjarvi production site took place towards Q1 this year, with Friendly Viking’s products launched in April. The project went ahead as scheduled in spite of the coronavirus pandemic, indicating SIG’s ability to meet any challenge head on.

“To begin with, Juustoportti compared a number of solutions from various suppliers of aseptic carton packaging and technology. With an aim of producing something unique, they chose us. Thanks to our growing partnership, we were able to build a strong bond and support their efforts. Juustoportti’s people were very positive and bold in their decision making while still being pragmatic and realistic in getting the project up and running in the middle of these turbulent times.” – Peter Hedin, Head of Sales Nordics & Managing Director, SIG

A solution with sustainability at its core

For SIG, this partnership supports its ongoing commitment to help producers worldwide improve and increase their food and beverage offerings – while also reducing their environmental impact.

SIG carton packs are 100% FSC™-certified, meaning the paperboard in every combismile carton pack comes from responsibly-managed forests. SIG also offers responsibly-sourced ASI-certified aluminium as standard for all its carton packs in Europe.

***Disclaimer: currently excluding France, Germany, Great Britain and Italy.**

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 5,500 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2019, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, an 18.8 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz

About Juustoportti

With more than 50 years of industry experience, Juustoportti has grown from a small dairy farm into a thriving enterprise with approximately 300 employees. Having won multiple awards for its dairy products, the company has turned its sights to building a plant-based portfolio. www.juustoportti.fi

PICTURE CAPTION:

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Photo: Juustoportti

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