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CALLING ALL START-UPS TO APPLY FOR THE **SIG**CUBATOR PROGRAM

SIG turns innovative food and beverage ideas into commercial reality

SIG is delighted to announce that the first of three application rounds in 2021 is now open for their **SIG**CUBATOR program. Food and drink start-ups and small companies eager for an amazing no-strings attached opportunity can apply at no-costs until February 28th at www.sigcubator.com.

SIGCUBATOR is SIG's accelerator program for new businesses who need just the right spark to ignite the next novel food or drink innovation.



*Anna Rabanus, Global Category Manager at SIG, explains the program: “We understand that getting a product off the ground is often a challenge for start-ups. The **SIG**CUBATOR program supports entrepreneurs with the production facilities, the knowledge and connections in the food and beverage industry. Our team of experts will be there to guide start-ups through the most crucial period of their innovation: from testing prototypes in SIG’s combiLab in Germany through to a final product and package concept that’s ready for consumers.”*

SIG is keen to identify and engage with entrepreneurs at an early stage and attract potential like-minded partners who share the same vision for delivering nutritious food and beverages which

excite and improve peoples' lives in a sustainably packaged way. Forward-thinking food and beverage start-ups are one key to driving industry innovation and value creation. SIG will evaluate concepts based on their innovativeness within the space, their market entry strategy as well as principles of future acceleration in the market with co-manufacturing partners.

One new start-up business which has already successfully launched its exciting range of shakes to market via **SIGCUBATOR** is UK-based GROUNDED. Filling two SKUs in SIG's combiLab, GROUNDED recently launched its innovative plant-based protein shakes in SIG's unique carton bottle combidome. Products are now available online and in retailers such as Selfridges and Planet Organic – a UK based organic supermarket chain where they already are #1 selling protein drink range within 3 months of launching.

Gabriel Bean, Founder at GROUNDED: "Just one small idea can change an entire industry and we identified a gap in the market for a clean, genuinely natural, plant-based shake – with no compromise on natural ingredients and packaging. The team and people at SIG were just as aligned on values, and we couldn't have found a better partner with which to launch these products. They supported us all the way, from our first contact with their UK team, through to their exceptional combiLab operation in Germany. We look forward to continuing our partnership with such professionals in their field."

Anna Rabanus: "Lifestyles are changing and with this consumer expectations are high, from healthy ingredients to convenient on-the-go packaging solutions. Working together we can launch innovative, sustainable and differentiated long-life products for a fast-paced mobile generation. We can't wait to see the ideas and together make a difference for both people and planet."

Innovative partnerships leverage the potential of SIG's Product Innovation and Differentiation platform – a drive to deliver innovative product and packaging solutions that enable businesses to satisfy the ever-changing needs of consumers.

Find out more about this business-changing opportunity at www.sigcubator.com

PICTURE CAPTION:

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Photo: SIG

About SIG

SIG 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

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>

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