

Press release

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Cassis juices in SIG aseptic carton packs set to launch in the Netherlands

Hero Benelux launches its first juice products in carton packs, opting for SIG Terra Forest-based polymers packaging material

Well-known Dutch soft drinks brand Hero is set to launch its renowned Cassis blackcurrant juices in carton packs for the very first time. Hero Benelux has opted for SIG MagnumBloc 1,500mL aseptic

carton packs, using the packaging material **SIG Terra Forest-based polymers**. Two Cassis juices – regular and zero-sugar – will be available in the Netherlands from August 2023.

The launch is a key focus of Hero's ongoing sustainability strategy, as the company strives to build a better environment to meet the needs of tomorrow. Consumers can now purchase Cassis juices in one of the most sustainable packaging solutions – SIG carton packs with SIG Terra Forest-based polymers packaging material, which has a carbon footprint up to 51% lower than a standard SIG pack*. Fully recyclable, consumers can easily fold the pack flat and dispose with the cap in the appropriate PMD bin or bag.

Kim Luu, Brand Manager Drinks at Hero Benelux: “Forging successful partnerships with suppliers such as SIG is integral to achieving our aim to become a Climate Positive company, as we work together to reduce carbon emissions and protect nature. Launching our first Cassis juices in SIG carton packs, with SIG Terra Forest-based polymers packaging material, also means our consumers can now continue to enjoy the great taste and quality of our Cassis juices but in a more sustainable packaging option.”

The paperboard used for SIG Terra Forest-based polymers is sourced from 100% FSC™-certified forests and other controlled sources; the forest-based renewable polymers used for the closure and the lamination of the paperboard are certified according to the certification scheme ISCC PLUS (International Sustainability & Carbon Certification). The ultra-thin layer of aluminum is ASI-certified (Aluminum Stewardship Initiative) and protects against light and oxygen. All three key raw materials come from certified responsible sources via mass-balance systems.

Sonia Voicu, Marketing Manager Benelux & France at SIG: “With such a strong heritage in the Benelux soft drinks market, it's exciting to see the iconic Hero Cassis brand taking an important step forward by choosing our sustainable packaging. We will continue to work together to innovative the market and adapt to the ever-changing needs of both industry and consumer.”

Cassis juices maintain the same original and unique taste, enjoyed by consumers since 1938 but non-carbonated. The blackcurrants that are used for fermentation continue to be sourced from the fertile clay soil of the Dutch province Zeeland. The local blackcurrants and unique brewing process ensures the unique and authentic flavour that sets Hero Cassis apart.

* <https://www.sig.biz/en/carton-packaging/sustainability/life-cycle-assessments>

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 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](#)

About Hero Cassis

Hero Cassis is an iconic soft drink that has been around since 1938. The brand is known for its quality and distinctive taste, which is determined by carefully selecting and fermenting blackcurrants from Zeeland. These blackcurrants combined with the fermentation process and Zeeland as origin form the quality stamp of the brand and are proudly mentioned on the packaging.

In 2010, the Hero Cassis range was expanded with Hero Cassis Zero - the sugar-free version of Hero Cassis with only 3 kcal per 100 ml. Furthermore, the assortment consists also of Cherry Zero, Apple juice and Orange juice.

Picture caption:

Hero brand launch for the first time their iconic Cassis juices in carton packaging and choose sustainable carton packs with SIG Terra Forest-based polymers packaging material. This is in line with the company's mission to become climate positive. There will be two Cassis juices available – regular and zero-sugar.

Photo: SIG

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