

EMMI TRADE NEWS



We're pleased to show off our brand new packaging design for Emmi CAFFÈ LATTE, updated with a more contemporary feel, an iced coffee descriptor and visual reference to Arabica coffee beans.

Emmi CAFFÈ LATTE iced coffee has proven to be the best in class in numerous taste tests. It's the only product in this category to be made with fresh, pasteurised milk and espresso from freshly roasted coffee beans. We've highlighted the calories and % GDA per serving on front of pack, as research showed this is key to purchasing decisions among our target audience.

Along with the new look packaging, we've added a sipping hole in the lid for maximum convenience for on-the-go consumption and to complete the whole new look we're introducing striking new shelf ready packaging as well.

Get set for summer with Emmi CAFFÈ LATTE the genuine iced coffee - stock up, sit back and chill out!

In stores from Friday 24th April 2009.

