

Caffè Latte – Vanilla Tahiti Edition

Emmi Energy Milk – The delicious energy kick for each day



## Practical example – FOOD EVOLUTION®

### BACKGROUND/ CHALLENGE

*Caffè Latte*

- > **Success story** in a competitive, dynamic market
- > Development of **limited editions** to strengthen **coffee competence & shelf space** enlargement

*Emmi Energy Milk*

- > Same market presence since 1998 → **declining** sales, **outmoded** image, **retailer pressure**
- > **Relaunch** aiming for reactivation of cult product

### CONTRIBUTION

*Caffè Latte*

- > **Trend analysis**
- > Product ideas and concepts incl. design (external) (Workshop – **Food Evolution®**)

*Emmi Energy Milk*

- > **Trend analysis**
- > Positioning, concepts (**Food Evolution®**)
- > **Packaging prototypes** incl. design with agency

### RESULTS

*Caffè Latte*

- > Launch of «**CL Vanilla Tahiti Edition**» March 2012 – meanwhile **place 4** of total 7 aromas

*Emmi Energy Milk*

- > **Relaunch** May 2011
- > Strong **market share win, rolling** July 2012

