



Practical example – FOOD EVOLUTION®

BACKGROUND/ CHALLENGE

- > **Declining beer consumption** in Switzerland
- > EICHHOF with strong position in central CH but not nationwide
- > Premium beer that **differentiates** through **concept and taste**
- > Upgrade of classic Lager to generate **higher margins**
- > Win of market share and national distribution (keeping EICHHOFs brand values)
- > Keeping EICHHOF's brand values: tradition/ heritage, Swissness, high quality

CONTRIBUTION

- > Product ideas and concepts (**Food Evolution® process**)
- > Development of **bottle format and design** (prototypes)
- > **POS and promotion ideas** for launch

RESULTS

- > New recipe with **Swiss ingredients only**
- > **Freshness concept with reduced shelf life** (6 instead of usual 9 months)
- > 4dl deposit bottle with a modern clip-lock (wooden crate as environment protection engagement)
- > **Nationwide launch HoReKa and retail parks** April 2008

