

Eve – the first beer targeted to women in Switzerland

Practical example – FOOD EVOLUTION®



BACKGROUND/ CHALLENGE

- > For years **consumption of beer** in Switzerland is **declining**
- > **2 million women** in Switzerland do **not drink beer**
→ growth potential
- > Main barriers from women's perspective: bitter taste, foam, **male beer codes and rituals**
- > Development of beer concepts for the target group "woman"

CONTRIBUTION

- > Product ideas + rough concepts (Food Evolution® process)
- > **7 elaborated concepts** (UNICO diamonds)
- > Product prototypes
- > Development of **bottle designs** and mood boards
- > Comment: Brand name and final pack design elaborated by Feldschlösschen

RESULTS

- > Bier with Litchi taste on the basis of rice, less alcohol
- > Positioning as **aperitif** (like Prosecco)
- > Launched in summer 2006: first gastronomy, then retail

