

#### ICE GROUP'S

#### PRODUCT DEVELOPMENT LABORATORY

**PRESENTS** 

### THE "CALIPPO" STORY

"Calippo" type products around the world...



# Greece, Algida







# Poland, Ice Mastry







PRODUCT
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# United Kingdom, Treats





# United Kingdom, Treats





# Nestlé, Spain

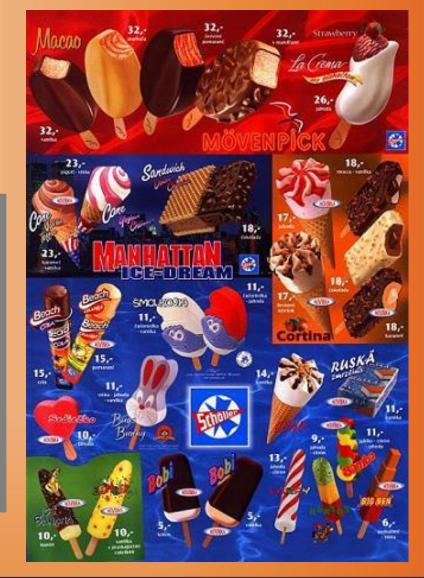




#### Schöller - klasická chuť, Samba Vodová zmrzlina zaručená kvalita a široký výber s jablkovou, ctrónovou a jahodovou prichulou pre všetky vekové skupiny Objern v ml/ks. 80 Beach Beach Cola Beach Orange Vodová zmrzlina s pomarančovou prichufou **CNOVINKA** NOVINKA Beach Kaktus Vodová zmrzlina s iahodovou a citrónovou prichujou Beach 15,pomaranč 15,cola 11,-PRODUCT DEVELOPMENT

LABORATORY

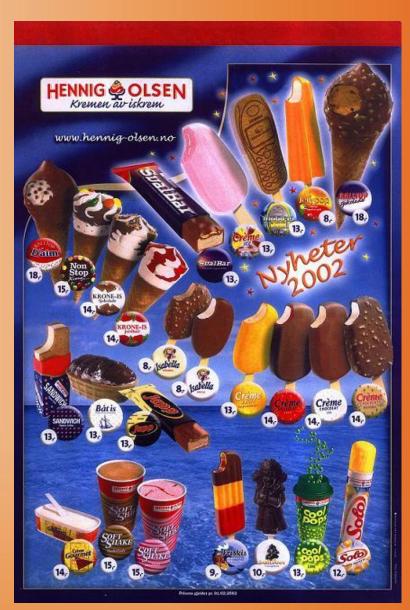
# Schöller (currently Nestlé)



# Norway, Hennig Olsen



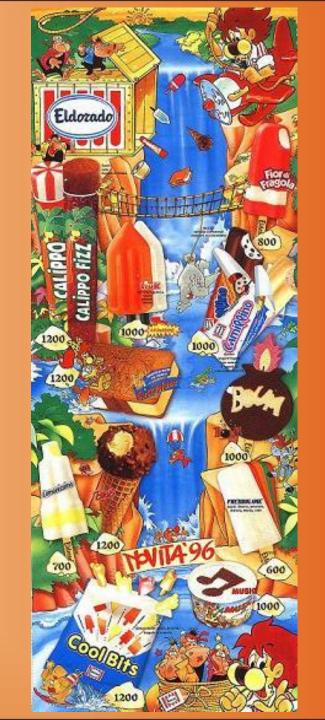




# Italy, Eldorado







# Italy, Sammontana







# Czech Republic, Prima







# Dominican Republic, Helados Bon





# Basic flavors present in the market

- ·cola
- · orange
- · lemon
- tropical fruits
- · sour cherry
- strawberry

Comment: "calippo" is usually placed as a popular product, available for most market clients, therefore we usually deal with water ice or flavored liquid without inner structure, rarely with fruit puree.



### IN SEARCH

of new squeeze-up product identity with world market trends consideration



# Basic market segments and ideas for a good product

#### ⇒Health products

- 1. No fat / low calorie
- 2. Sugar free / no sugar
- 3. All natural / organic
- 4. Referring to healthy teas

#### ⇒Lifestyle functional products

- 1. Sports ices
- 2. Energy ices

#### ⇒ Products for children

- 1. Gel-type products
- 2. Suspended matter
- 3. Vitamin added products
- 4. Popping sugar
- 5. Tongue-coloring

#### ⇒Products for adults

- 1. Non-alcohol products referring to popular alcoholic drinks
- 2. Big-size products



# HEALTH PRODUCTS - the segment of conscious Clients

Currently the strongest trend in ice cream present in the whole world, characterized by the highest growth dynamics in Europe, Asia and North America.



#### 1. No fat / low calorie

The product should be addressed to people paying attention to what they eat, often looking for information on the packaging, concerned about the nutritional value of the product, or what are its ingredients due to e.g. their diet. It can also be addressed to women, caring about their look and figure.



#### 2. Sugar free / no sugar added

The target group, apart from the people mentioned in group 1 are diabetes. This category does not mean the products are not sweet, they are often sweetened by artificial sweeteners

ATTENTION: the use of sweetening substances must be indicated on the packaging, due to people suffering from phenyloketonuria



#### 3. All natural / organic

People eating consciously, composing their own diet in a particular way for ideological or philosophical reasons, or because they must avoid certain socalled 'chemicals'; this group also includes allergic people.



#### 4. Green tea based products

Promoted as healthy, slimming-assisting, very often with additives in form of fruit flavors (flavored teas, of course not only green, are currently the most dynamically developing trend in the tea market in the world)

ATTENTION: the a.m. groups can overlap, as we can have an organic type product based on e.g. green tea, sugar free or artificially sweetened.





### PRODUCTS FOR CHILDREN

- the most demanding Clients



#### 1. Gel-type products

Products to be consumed not necessarily in completely frozen state, the product can be defrosted by increasing its temperature and thus increasing the safety of using this product, which is especially important for mothers of smaller children, who are afraid their children eating ice cream may catch a cold. It must be remembered that it's the mothers that buy products for smaller children and that a resolute for shell-deep about the smaller children.

and that a product for children should not

exceed 70-80 ml volume.



#### 2. Suspended matter products

Products having a structure, e.g. strawberry flavor squeeze-ups with strawberry jellies in the entire volume, chewing-gum flavor with chewing gum jellies etc.

Product based on natural fruit juice with high content of fruit puree and with additional muesli, cereal, or cornflakes, can act as second breakfast - more pleasant than usual or a snack.



3. Vitamin added products (e.g. A, C, E)

Products for children, willingly bought by mothers, who are attracted to the stereotype of usefulness of such products for their children.

ATTENTION: do not overuse vitamins! Vitamin content should not exceed 25% of daily values (dv) based on 2000-calorie diet. Not applicable to vitamin C.



4. Products with popping sugar content

Popping sugar is sugar with carbon dioxide, which activates while being consumed, causing a specific mouth sensation.



#### 5. Tongue-coloring products

The product colors the tongue temporarily in different colors: red, purple, green etc. This may become an element of a game or joke, especially when the person who receives such a product is not aware of its properties.





#### How to promote?

An interesting idea is co-branding referring to popular makes of juice, but also vitamin added products for children, supporting healthy growth, co-branding with chewing-gum producers, producers of hard candies with liquid fruit sauce inside (e.g — well-known brand in the European market).

ATTENTION: a perfect promotion tool of products for children of 70-80 ml volume are multi-packs of 3-6 products; you can use the surface of the multi-pack to put on it e.g. a board game, book-marks, lesson plan, elements of a puppet theatre etc.





### LIFESTYLE FUNCTIONAL PRODUCTS

- the segment for youth and active people





## Lifestyle functional products

#### 1. Sport ices

Isotonic products, improving physical endurance or products of image referring to sport disciplines: jogging, football, beach-volley, basketball, etc.



ATTENTION: sport ices can be promoted using the image of popular sportsmen, authorizing the product personally. Such testimonial makes consumers want to become like their idols advertising the product. It can ensure loyalty towards the product.





## Lifestyle functional products

#### 2. Energy ices

Products containing functional additives, such as caffeine, taurine, or mixtures of substances referring to natural energy sources, i.e. guarana or ginseng. Energy ices, like energy drinks, can appear in relation to extreme sports, requiring both courage and vigor.

ATTENTION: energy ices are characterized by high profit margin thanks to direct comparison with price of energy drinks present in the market. They are great material for cobranding. An interesting reference are also motor sports, e.g. motorbike racing, speed boat racing, car racing, Formula 1 etc.



Co-branding with producers of sport equipment and clothing also possible

### PRODUCTS FOR ADULTS





### Products for adults

# 1. Non-alcohol products referring to popular alcohol cocktails

Aromatized products referring with the flavor composition to popular alcohol cocktails, but without alcohol, e.g.

- campari orange,
- gin & tonic,
- bison grass vodka with apple juice (Poland),
- malibu with milk,
- blue curacao,
- rum with coke,
- champagne-flavored fine crushed ice with pieces of strawberries

Very sophisticated products, closer to the premium segment.



### Products for adults

#### 2. Big size products

Oversized products of 230-240 ml volume with squeeze-up diameter Ø60





# All these squeeze-ups can be made on Ice Group's machines

#### 1. EXPERT CRF 4000 (Compact Rotary Filler)



PRODUCT

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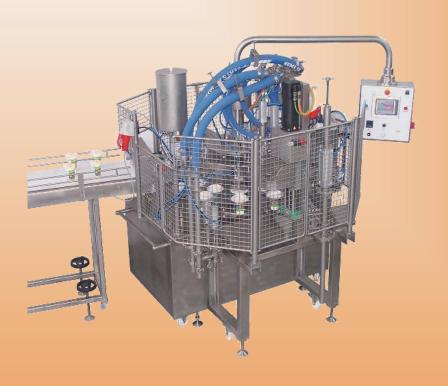
Capacity of Expert 4000 in relation to "calippo" type products:

> up to 2400 pcs/h

for more information visit www.icegroup.pl or contact us at icegroup@icegroup.pl

# All these squeeze-ups can be made on Ice Group's machines

#### 2. EXPERT RVF (Rotary Versatile Filler)



Capacity of Expert RVF in relation to "calippo" type products:

 $\geq$ 2-wide version: 2 x 2400 pcs/h = 4800 pcs/h



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# All these squeeze-ups can be made on Ice Group's machines

#### 3. EXPERT LVF (Linear Versatile Filler)



Capacities of Expert LVF in relation to "calippo" type products:

>2-wide version: 2 x 2400 pcs/h = 4800 pcs/h

>3-wide version: 3 x 2400 pcs/h = 7200 pcs/h

 $\geq$ 4-wide version: 4 x 2400 pcs/h = 9600 pcs/h



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# SQEEZE IT UP!

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# ice cream machines

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