

CASE STUDY — GREECE

Marchoc

Hot Chocolate Mix



About the Customer: Gialousis Beverage Production and Packaging

Gialousis is a leading Greek manufacturer of powdered beverage products that specializes in premium chocolate mixes, servicing the Hotel, Restaurant and Food Service industry since 2007. The company was one of Sonoco's first customers in Greece, beginning its supply partnership in 2011. What began as a large-format collaboration has recently grown to include a premium line of consumer gourmet drink mixes – and because Gialousis contract-manufactures for other branded products, Sonoco's partnership with them has opened the door for future paperboard can opportunities in the powdered beverage segment beyond the Marchoc brand.

The Challenge: Rebranding as a Gourmet B2C

Though Gialousis has historically sold its powdered beverage products in large formats to the food service industry (using 1-kilogram sachets and large-diameter composite cans), the brand wanted to diversify its customer base in 2015 by launching a new, more premium line of gourmet, aromatic chocolate powdered drinks geared toward retail consumers. This product line consists of a thick, rich chocolate drink containing a blend of spices and real pieces of fruit and nuts. There are 12 SKU's entering the retail market regionally.

As Giannis Gialousis, owner and managing director, explained, "We were searching for a solution in the form of a small, attractively decorated package that could service our specific market."

The Solution: An Elegant, Environmentally Responsible Package

The teams at Sonoco and Gialousis worked seamlessly to create a package that represented the high quality of the product inside, and they were rewarded for their efforts. The chocolate powder received the *Brussels Award of Taste 2016*, and its success on retailers' shelves has opened opportunities for export. Mr. Gialousis gave two specific reasons why Sonoco's composite can with Sealed Safe® peel-off membrane was the ideal solution:

1. The Gialousis team wanted to communicate their **environmental awareness**, and choosing a composite can that could be recycled in their local waste stream was important.
2. The Sonoco Greece team paired the right label graphics and finishes with a simple design on a clean, smooth surface to deliver an elegant package that protected the premium product it contained while continuing to deliver the **premium look and feel** on shelf.

Ultimately, the premium shelf presence provided by the high-quality graphics helped the new product line carve out a presence among other powdered beverages, and Sonoco served as a **nimble supply chain partner** to help with the uncertain market demand that comes with consumer adoption of a new product.