

100% tasty healthy fruit spread, 100% EDV Packaging

- 22/07/2011, Barcelona, Spain -

100% tasty healthy fruit spread, 100% EDV Packaging. Makedoniki, a leading company in the food industry in Greece, and EDV Packaging have designed an innovative high barrier plastic cup for the **new range of fruit spreads for the Aristi brand** for international markets, as well as **extra jam Makedoniki** in Greece.

Aristi, a name from ancient Greek mythology synonymous to excellence, signifies a **range of 100% fruit spreads**, ideal for healthy conscious consumers who appreciate delicate fruit tastes. Makedoniki's fruit spreads are **sweetened only by natural sugars coming from fruits**.

Traditionally packed in glass jars, Makedoniki wanted to go one step forward and marketed Aristi's fruit spreads -strawberry and apricot flavour home recipes, in an **EDV Packaging's multilayer high barrier plastic cups for the first time**.

Makedoniki's innovative product is a result of the **company's long expertise** in jam production as well as their **solid marketing research** concerning the consumer's food habits which are seeking for a product of healthy profile without sacrificing taste. Makedoniki's **commitment with sustainability**, together with the high quality of their natural taste fruit spreads, led the product to be presented within the section of the **Most Innovative Food Products** in the biggest European Food Exhibition **SIAL 2010**.

High barrier structure. EDV Packaging coextrudes and thermoforms the high barrier **PP/EVOH/PP white structure** in its production plants in Llinars del Vallès, Barcelona, Spain. The robust EVOH layer provides **maximum guarantee to long preservation** of the packed product without refrigeration. It also ensures **ample barrier to oxygen, UV rays, moisture and aromas**, thus preserving taste up to **12 months** after packaging date, stored at ambient temperature.

A unique family pack. The 400 g. cup has been designed with **smooth walls** to allow consumers to use all the content. The cup is **hermetically thermosealed** with a **high-barrier peelable transparent film** and a **reclosable thermoformed overcup** is added. EDV Packaging supplies the cup with an **attractive decorated sleeve**, which enhances the personality of the product and its on-shelf presence.



About EDV Packaging

EDV Packaging are a leading company in food protection packaging worldwide. Our range offers both barrier sheets and thermoformed containers to extend product shelf-life as much as possible.

EDV Packaging have a 40 year track record as a partner to global food brands, with whom we have developed a close relationship, from the concept to production. Over 3% of our sales are invested in R+D.

The company have the head office and production plants in Llinars del Vallès, Barcelona, Spain, and a global sales network with sales offices in Singapore and the United States of America.

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