

## Japan's ITO EN launches beverages with SIG drinksplus technology

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ITO EN, a key player in Japan's beverage industry, innovates the market with the launch of two premium beverages with bite-sized pieces in SIG SmileSmall carton packs, made possible by the SIG Drinksplus technology integrated with the SIG SmileSmall 24 Aseptic filling machine.

The two new products from ITO EN are Crunchy Smoothie, a carrot smoothie with carrot pieces, and Crispy Potage, a creamy tomato potage with onion bits. Unlike traditional juices and smoothies, both products stand out by including real vegetable pieces, providing ITO EN's consumers with a unique and premium drinking experience. Both new products in convenient on-the-go SIG SmileSmall carton packs are aimed to help ITO EN capture a bigger share of the veggie juice market in Japan, which is currently one of the fastest growing categories in the beverage industry.

Tetsuo Yamaguchi, Brand Manager at ITO EN: "Our new products provide our consumers with a refreshingly different drinking experience – rich and satisfying with incorporating real vegetable pieces. The novel packaging solution and the filling technology from SIG, that allows these inclusions to be added, enables our consumers to easily supplement their vegetable intake anytime and anywhere. The SIG SmileSmall carton pack is a real eye-catcher with its curved, modern shape and easy-grip corners. It differentiates and the result is a successful fusion of exceptional packaging and products."