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SodaStream breaks new ground with fruit Schorlen-Mix in SIG Dome carton bottles

10 October 2025 | News

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SodaStream, a leading global brand in sparkling water makers, has chosen the SIG Dome 500ml carton bottle for its new Apple Schorlen-Mix and Grape Schorlen-Mix syrups. This marks SodaStreamâ??s entry into the fruit Schorlen segment and its first use of aseptic carton packs as part of SodaStreamâ??s continued commitment to sustainability.

The SIG Dome carton bottle stands out for uniquely combining the best of two worlds. It offers all the protective, environmental, and logistical benefits of a carton pack and at the same time the convenience of a bottle thanks to its light weight and central closure position.

Viktoria Uhl-Pochman, Head of Sales Austria & Switzerland at SIG: â??We are delighted to have gained another strong partner for our packaging solutions: SodaStream. We are convinced that SodaStream spritzers in SIG Dome have the potential to offer consumers a unique and value-adding experience to create their SodaStream drinks even more responsible.â?•

SodaStream, standing for mindful consumption, has built its reputation on a circular eco-system of sparkling water makers, flavors and refillable COâ?? cylinders, enabling consumers to make sparkling beverages at home while replacing single-use plastic bottles. With the launch of fruit Schorlen-Mix, SodaStream is expanding its product range of flavours. By opting for aseptic carton packs for the first time, SodaStream is underscoring its commitment to more sustainable, resource-efficient consumption.

Dennis Griebling, Senior Product Manager at SodaStream: â??According to a recent study we conducted together with YouGov and published in our Beverage Compass (GetrÃ¤nkekompass), fruit Schorlen are the second most popular soft drink among Germans, right after Cola. We now serve this segment with Mix for fruit Schorlen in carton packs, which also score points for their good eco profile.â?•

Designed for recycling, SIG Dome is mainly made from FSCâ?¢-certified paperboard and produced using 100 per cent renewable electricity. With the high share of forest-based renewable material as well as a sophisticated, resource-efficient and space-saving design, SIG Dome comes with a number of environmental benefits compared to alternative packaging options like plastic bottles. By choosing SIG Dome, SodaStream signals the entry into a new era, demonstrating how a brand can successfully enter a new market segment while further prioritising sustainability.