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Tetra Pak Launches Paper-Based Packaging for Spoonable Foods

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Its world-first paper-based package brings a completely new format to yoghurt, desserts and soft cheese



Tetra Pak announces the launch of Tetra Reva, its world-first paper-based package designed specifically for spoonable foods.

One of Tetra Pak's most significant recent packaging innovations, Tetra Reva takes the company into a new category and brings a distinctive paper-based format to spoonable products, including yoghurt, puddings, desserts, plant-based alternatives, and soft cheeses such as cottage cheese, ricotta, and mascarpone.

The launch opens new possibilities for producers in categories where consumer tastes and consumption occasions are changing rapidly. From thick, protein-rich yoghurts and desserts with fruit pieces to spreadable cheeses and plant-based products, Tetra Reva gives brands the freedom to package a wide variety of textures and recipes in a format designed to attract attention on the shelf.

Its full-top opening allows consumers to eat directly from the carton with a spoon, while a compact shape lid make it convenient for use at home or on the go. Early consumer research indicated positive responses to the package’s visual appeal, robustness and practicality1.

A distinctive pull-ring opening adds a tactile and intuitive element to the consumer experience. By placing a finger through the ring and pulling, the lid opens simply and smoothly in one satisfying movement. This creates a more memorable interaction with the package and offers a clear point of difference from conventional foil lids, which can be difficult to grip and may tear during opening.

The package’s square shape creates a distinctive presence alongside conventional round pots and provides generous space for branding and product communication. Its filling system also supports chilled or high-acid ambient production, giving producers greater flexibility.

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak, commented: “Our new Tetra Reva solution represents a major step forward for Tetra Pak and for the spoonable food category. As the world’s first globally available, industrialised paper-based packaging solution for yoghurt, desserts and soft cheeses, it gives producers a new opportunity to deliver these products to consumers in an innovative and distinctive format.”