



SAM Sensory and Marketing  
International

# SWISS SYNERGETIC TREAT

Product Design Innovation by SAM Sensory and Marketing  
From the first idea to commercial product reality



## Concept - Idea

- A healthy "Taste-Treat" beverage
- Swiss Origin
- Natural Ingredients/no Taurin
- Functional: Vitalizing & Fortifying

## Functional Ingredients

- Valuable Minerals: Ca, Mg,
- Highly Nutritional Vitamin Cocktail
- Natural Caffeine from Guarana

## Aromatizing Ingredients

- Delicious Swiss apple juice
- Tasteful flavour: elderflower
- Pleasurable Swiss herbs

## Concept Development

- Brand: "Swiss Synergetic Drink"
- Claim: Natural Vitalizer-for active people
- Packaging: Aluminium Bottle
- Swiss Design: Silver and Red
- Product: Ideal Sensory Profile

## Swiss and International Regulation

- Switzerland / Europe
- United States / Asia

## Long and short list

- Technical Specifications
- Suppliers for Ingredients
- Suppliers for Packaging
- Bottlers'

## Scale up

- Defining production steps
- Pilot-bottling
- HACCP – Concept
- Quality Manual

## [www.swiss2drink.ch](http://www.swiss2drink.ch)

- Market introduction stage
- Event & club gastronomie
  - Selected stores
  - Globus delicatessen

*SAM - makes sense.*



Creativity Workshop  
February 2006



Lab Formulation



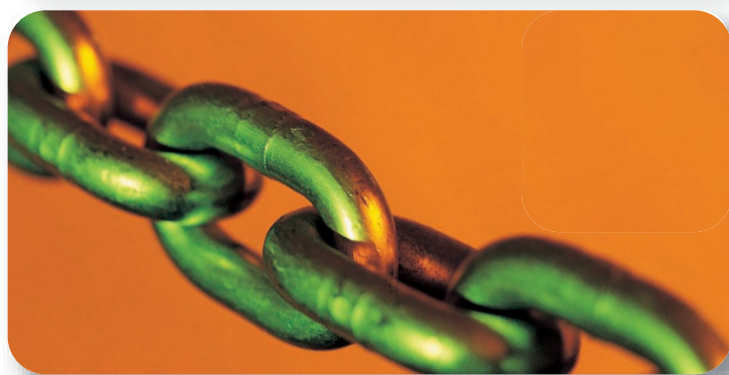
Sensory Product  
Screening  
3 consumer tests



Marketing-Mix  
Defining the best 'fit'



Regulatory  
Clearance



Supply Chain



Industrial  
Production



Launch  
Swiss Synergetic Drink  
June 2008 in Zurich

Branches: Hamburg Milano  
München Paris Zürich

[www.samresearch.com](http://www.samresearch.com)  
[info-de@samresearch.com](mailto:info-de@samresearch.com)