



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

- 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

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