



Vivesoy: The Future

Pascual International Division
January 2012



Why is Vivesoy «the future»?



Because of the market potential:

- 8% of the world consumes soya milk (%CAGR 2004-2009= 11%)
- Soya beverages show an average growth up to 13% from 2005 on, in Europe (CpC: 1,16 Lt) *
- Spain concentrates 11,7% of the soya world consumption (Top 10 countries)**

Because of the brand potential

- 10th Soya beverage brand in the world
- 3rd in Europe with 11,8 % MS
- Vivesoy brand not only created the market, but is also absolute leader in Spain with 38,9 % VMS

* Source: Euromonitor: Sales in value from 2002 to 2008

** Source: Compass Products and Packages 2009

And we keep growing...



Why is Vivesoy «the future»?



From Pascual International, we keep working on building the Vivesoy image as a worldwide quality brand, while we increase its distribution:

2008: 13 Countries
2009: 21 Countries
2010: 29 Countries

And the challenge goes on...



Vivesoy Challenge 2011: Plan to address opportunities



- An **evolutive design**, that adapts to new markets
- A **global claim**, with its roots in global consumer insights to **overcome entrance barriers** to the category
- Clear communication of the benefits, aligned to legal regulations
- **Two Versions**, for two separated clusters of countries, that share main languages to reduce costs and increase flexibility



**VIVESOY
International Goal
2011:**
**A new approach to
attract:**

- **New entrants to
the category**
- **Consumers of
Alpro**



Vivesoy Challenge 2011: Spanish Success case to the world





Vivesoy Challenge 2012: Success case to the world



1. Good environmental conditions: significant soya market growth in the World 2008



Source: Euromonitor





Vivesoy Challenge 2011: Success case to the world



2. Consumer concerns regarding health care

3. Increasing aging rate → older population

4. New and unexplored business:

Introducing Vive Soy was a challenge for the market:
Soya market before was limited to herbolariums and
dietetic shops/shelves.

We had to educate the consumer and change habits





Vivesoy Challenge 2011:

Spanish Success case to the world



Strategy: The key of our success: **Vive Soy** was launched as a brand new star in the dairy Area*

- **2002 Vivesoy** was launched in Spain creating the Soya DM Dairy category (9% of the USA population uses soya as a substitute for Milk)
- **Our goal:** Enlarge the profit % of the MD dairy area with a new and very profitable product
- **Value for money vs. direct competitors**
- **Large information and education campaign at the POS**
- **Tasting sessions** demonstrated our superiority in flavour vs. the current actors



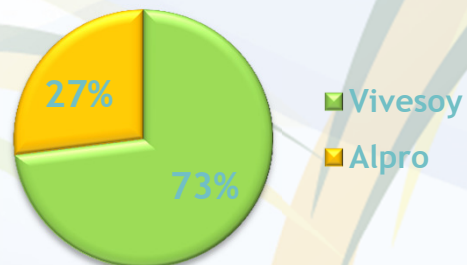


Vivesoy Challenge 2011: Success case to the world

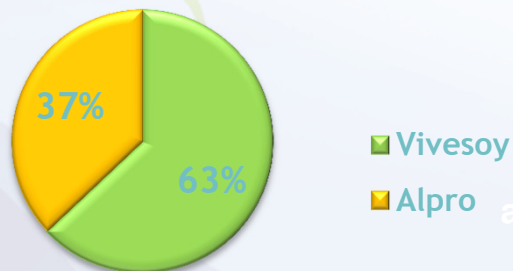


CHOSEN BY CONSUMERS

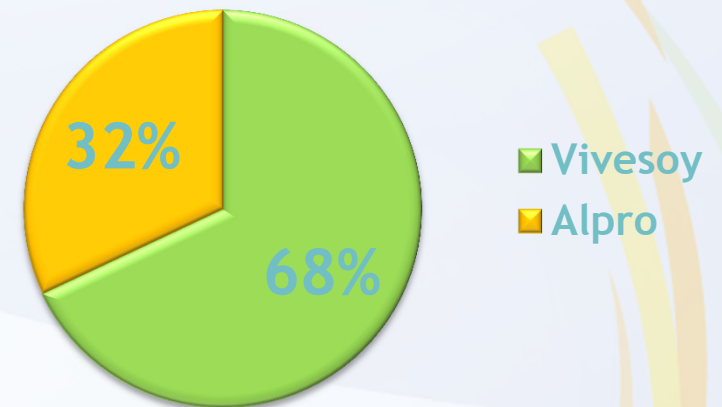
Consumer Soy
Beverages



Non-consumers
Soy beverages



Global



Vivesoy shows a general superiority over Alpro in global perception.

However, the preference toward Vivesoy accentuates between the consumers: which means an opportunity for switching Alpro's consumers to Vivesoy



Vivesoy Challenge 2011: Success case to the world



As a result, the consumer chose Vive Soy as one of the soya market leader:

**60.000.000 Liters Vivesoy sold in
Wordwide in 2010**

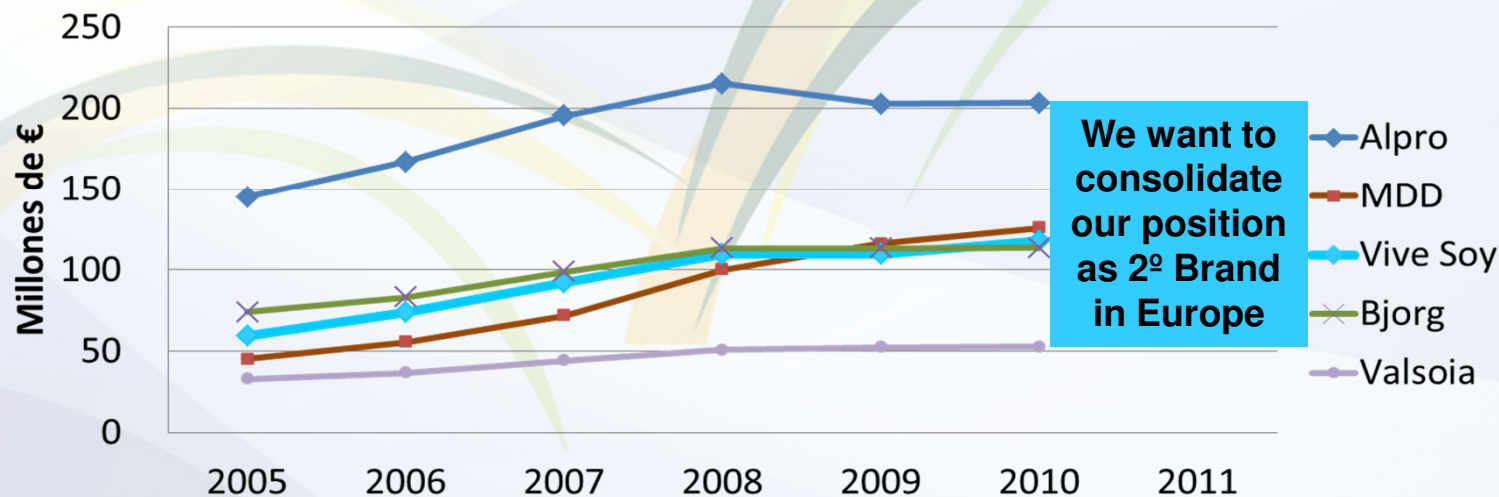




Vivesoy Challenge 2011: Success case to the world



Mercado de la Soja - Europa
Evolución ventas € *



- High potential results in Spain plus our international work, has positioned Vivesoy as second in the market , together with Björg

*Source: Euromonitor. SM € Europe Main Soy beverage Brands (W). 2010 figures: Own extrapolation



What sells Vivesoy? Brand Strategy



Delicious nutrition that you enjoy in every sense, because makes yourself pride for keep taking care of your life in a healthy way

PASCUAL's Vivesoy - Healthy drink 100% natural, made from Soya beans, with a great taste and high nutritional content , manufactured by a worldwide recognized company on healthy and nutritional products.





What sells Vivesoy? Consumer benefits



Soy –all soy's natural & nutritional goodness:

- No Lactose: So it feels good and is easy to digest
- Omega 3 and Omega 6: Helps to control cholesterol levels and avoiding cardiovascular illnesses
- Isoflavones: Prevents osteoporosis and relieves menopause symptoms. Antioxidant action
- Soya improves our balanced diet in an easy way, helping digestion





What sells Vivesoy? Brand strategy



TARGET:

Women 30+, medium to high SEL, urbans, updateds, hardworkers, concerned about their wellness and their families', that are looking to introduce good habits in their life routine.

- Vive soy is a product for the whole family, and mainly purchased by the housewife
- Lactose intolerants (80% global Population)
- People concerned about healthy habits
- People aware of the effects that diet has on health





What sells Vivesoy? Global Positioning



Enjoy & Feel good
Everyday



We have started to communicate our new positioning on the package: the pleasure of wellness is the new base that works as a starting point in 3 dimensions:

- **Sensitive:** Because it tastes good
- **Emotional:** Because, when you drink it, you are certain that **you are doing something good for you and your beloved ones**
- **Rational:** Because it makes you feel good!

And we are already implementing it in campaigns to connect with the target.

La bebida de soja que sabe bien. Y te hace sentir bien.

¡Disfruta y siéntete bien cada día!

Levar todos os dias um ritmo de vida saudável é possível. Para tal não precisa de fazer grandes esforços, porque agora tem Pascual Vive Soy, a bebida de soja saudável e saborosa, rica em cálcio e vitaminas, feita com proteína vegetal. A sua saúde e a da sua família é o mais importante e merecem o máximo bem-estar. Cuide-o da maneira mais saudável, com Pascual Vive Soy.

PASCUAL
Qualidade e saúde,
a nossa razão de ser



What sells Vivesoy? Connection to the target



- Launching of www.pascualvivesoy.com
- Internet web site in 4 languages: English, Portuguese, Spanish and French
- A way to connect to consumers and customers
- Communication of Soy benefits, Q&A's, medical advices, latest news, product features
- Updated information





What sells Vivesoy?

BTL to support our positioning



- **Sponsor Health & Women Events**

As a way to build credibility toward the brand, take advantage to deliver samples + brand information, and get publicity

- **Goals**

- Notoriety
- To gain good will toward the brand
- Relate Vivesoy to health care
- Adapt timing to POS campaigns



We want to recruit new Vivesoy Fans!



What sells Vivesoy? Flavour and demonstrations



- **Tasting Sessions at the POS**

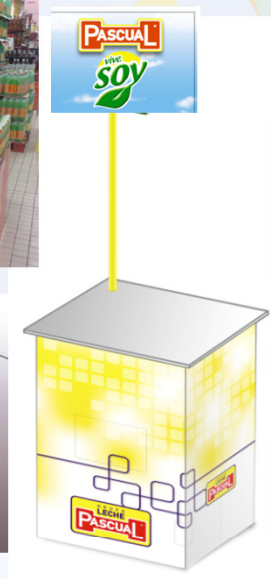
- Demonstrations of the product in store

- **Goals**

- To breakthrough the “flavour “ entry barrier to the category
- Recruit new consumers
- Communicate Soy benefits
- Notoriety
- Increase turnover & sales

- **Supports**

- PO material
- Tasting Tables
- Uniform (Aprons + Caps)



We want to recruit new Vivesoy Fans!



What sells Vivesoy? Flavour and demonstrations



Cross Promotions: Implemented twice a year to generate trial and expand the line usage

PROMOTE TRIAL OF ONE OF THE «FLAVOUR» PRESENTATION, TAKING ADVANTAGE OF THE OTHER

BUY
1 LITER
OF
VIVESOY
FLAVOUR
X

RECOMMENDED FOR EUROPE



**TAKE FOR
FREE!**
250 ml OF
FLAVOUR Y,
TO TASTE
IN
HOME

We want to recruit new Vivesoy Fans!



What sells Vivesoy? Leaflets & Loyalty Cards Promotion



• Leaflet's Chains

Special offers in leaflets

FreeSamples or disccountbts over purchase
of Vive Soy via Loyalty Cards

• Goals

- Trial
- Notoriety
- Strenght relationships with the client
- High Turnover



1+1at HALF PRICE

Offer is valid from 16-18 of September

Carrefour

We want to recruit new Vivesoy Fans!



What sells Vivesoy? Logistic Advantages



- Innovative format in dairy shop shelves: **FIRST SOYA DRINK WITH A TETRA PRISMA FORMAT**
- **Useful and current Container**, according to the **Product Function**
- New design **MORE ATTRACTIVE**, according to the **brand positioning** and as well as **KEEPING VISUAL IDENTITY**
- With a useful top, which **helps the container opening**
- **12 months Life Shelf**



PRODUCT	BOTTLE	CAPACITY	UNITS/SHELF	UNITS/PALLET	UNIT EAN CODE	TRAY EAN CODE	PALLET
Natural Soya drink	tetraprisma	1l	8	680	8410128667092	58410128666045	17x5
Soya drink with chocolate	tetraprisma	1l	8	680	8410128677015	58410128676037	17x5
Soya drink with vanilla	tetraprisma	1l	8	680	8410128677053	58410128676167	17x5
Peach juice with soya	tetraprisma	1l	8	680	8410128657215	58410128656244	17x5
Pineapple juice with soya	tetraprisma	1l	8	680	8410128657116	58410128656145	17x5
Orange juice with soya	tetraprisma	1l	8	680	8410128657017	58410128656046	17x5



*With this change we are
looking forward to win!*



Pascual Vivesoy Challenge 2011: 35 Countries

- ✓ 6 new countries
- ✓ Current markets consolidation
- ✓ Being 2nd in Europe
- ✓ First global brand in Africa

And the challenge
goes on...



We wish you the biggest success!