

Kids just love it



General Manager Export Mag. Kurt Hofer stresses the unique market concept of the family business

The concept is simple and convincing at the same time: Take a 200 ml PE bottle which can be opened with a flick of the hand and enjoy a fresh fruit juice. If you think that even little children can open such a bottle, you are right: The Twist and Drink bottles from the Austrian manufacturer Klosterquell-Hofer GmbH are specially designed and produced for children between three to ten years. For almost 25 years, the soft drink specialist has been conquering the European beverage markets with its fruit juice concept. It has established itself as undisputed number one in the Austrian market. However, its market share in other major European markets is rapidly growing.

The small soft drink bottle from Klosterquell has become an international success, and children in Europe and overseas love the light, unbreakable colourful bottle that even the smallest children can open on their own. "For some of our little customers the Twist and Drink bottles are the first bottled drinks that they can themselves open and drink," stresses General Manager Export Mag. Kurt Hofer.

It was his father Ing. Kurt Hofer who invented the congenial drink concept back in 1973. "He was convinced that a highly nutritious fruit drink would sell in a unique PE beverage bottle. At that time, this concept, respectively this packing, was unique in the market," says Mr. Hofer. Success almost came naturally, as already in its first year in the market, Klosterquell sold more than ten million bottles. The name Twist and Drink reflects the unique concept that has become successful in many European countries. While in Austria



The specially designed filling system takes over filling and sealing in one operating cycle

production plant in Gutenstein. Here, state-of-the-art production machinery guarantees a high-quality production. With spring water from its own spring, and natural fruit juice concentrate, tasty juice drinks in different popular flavours are manufactured. The company has developed a special filling system that also takes over final sealing of the unbreakable PE bottles.

Distribution is taken over by national and international partners such as Sportfit in Germany, which also distributes Hitchcock and Valensina drinks in Germany. "We have a lean management structure. 32 of our employees are working in production," says Mr. Hofer.

Klosterquell can fall back on a close network of distribution partners with whom it has built up long-term relationships.

"We focus on production, not on distribution. As a 100% family business, we are able to react flexibly on changing market demands. However, the initial concept has remained and still forms the basis of our success in the highly competitive beverage market," says Mr. Hofer. "Consistent raw materials, production and product controls ensure the uniform high quality of our fruit juices."

Klosterquell aims to expand its presence in the Southern European markets France, Spain and Italy. "We want to grow with the market. We

foresee a huge potential in new markets which we have not strongly targeted yet," points out Mr. Hofer. Every year, Klosterquell is present at major food and beverage fairs such as the Anuga in Cologne.

As Klosterquell is still situated in a niche market, it benefits from its clear target group concept. "We are convinced that the combination of a sophisticated colourful packing, a natural and refreshing juice and a clearly defined target group still has a future in the international soft drink market," states Mr. Hofer. Klosterquell will further position itself at the top end of this niche market. ■

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the drink is named 'Dreh und Trink,' 'Twist and Squeeze' is the brand name for the UK market. 82% of the annual production is currently sold abroad, with the United Kingdom and Germany as most important foreign export markets. "We have also built up a sound reputation in Belgium, Spain, Poland, Romania and the Czech Republic," stresses Mr. Hofer. "The concept can be transferred to any foreign market." The original concept has remained the same throughout the decades, however, new ideas for constant improvement have been implemented. "We have continuously improved our quality management system and we have added new ideas such as change in the equipment," says Mr. Hofer.

Twist and Drink has always been produced in the company's

Twist and Drink – Children enjoy the fruit juice directly from the bottle