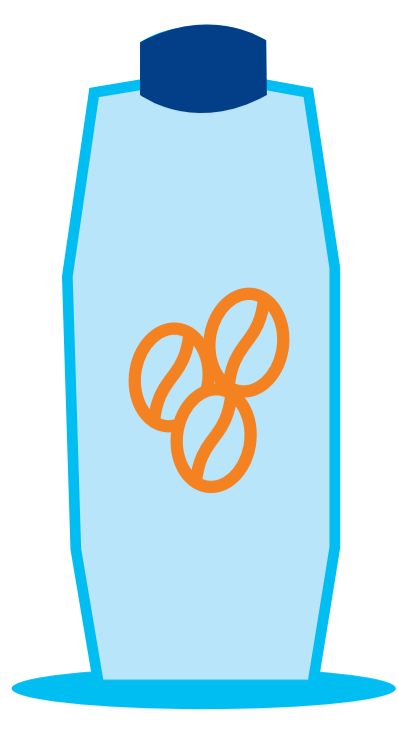


# From idea to shelf

## Supporting your ready-to-drink coffee business

Develop your RTD coffee business with expert support - from consumer and category insights to market launch. Let's co-create innovative beverages with unique taste profiles and formulations, and cause a stir in this fast-moving category!



### Embrace market insights

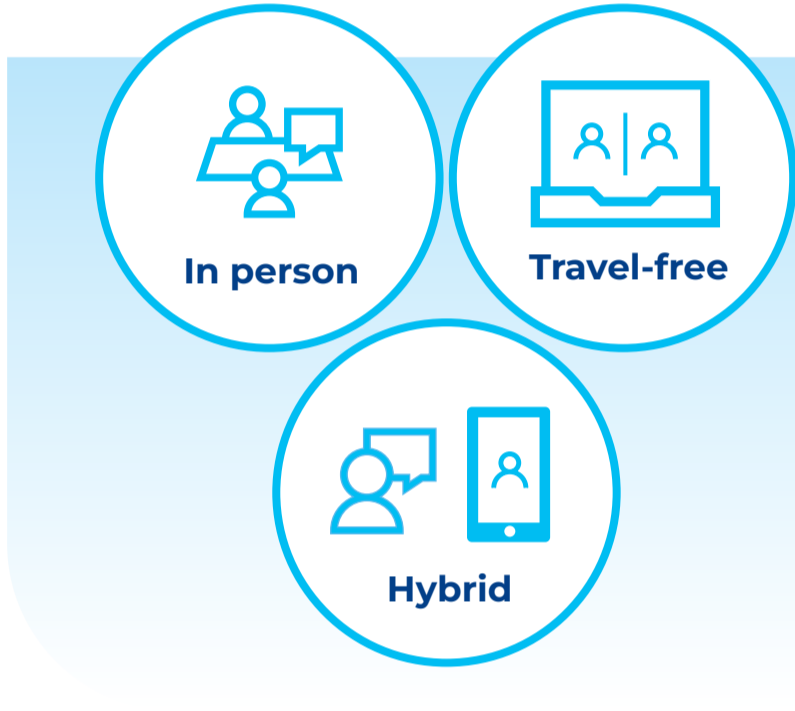
Innovation in the RTD coffee space begins with a deep understanding of market trends. We share our global insights into evolving consumer preferences and tastes to help you craft well-targeted, market-ready beverages.

Together, we can explore new demographic segments and geographical markets that present growth opportunities for your RTD coffee products.



### Co-create new products

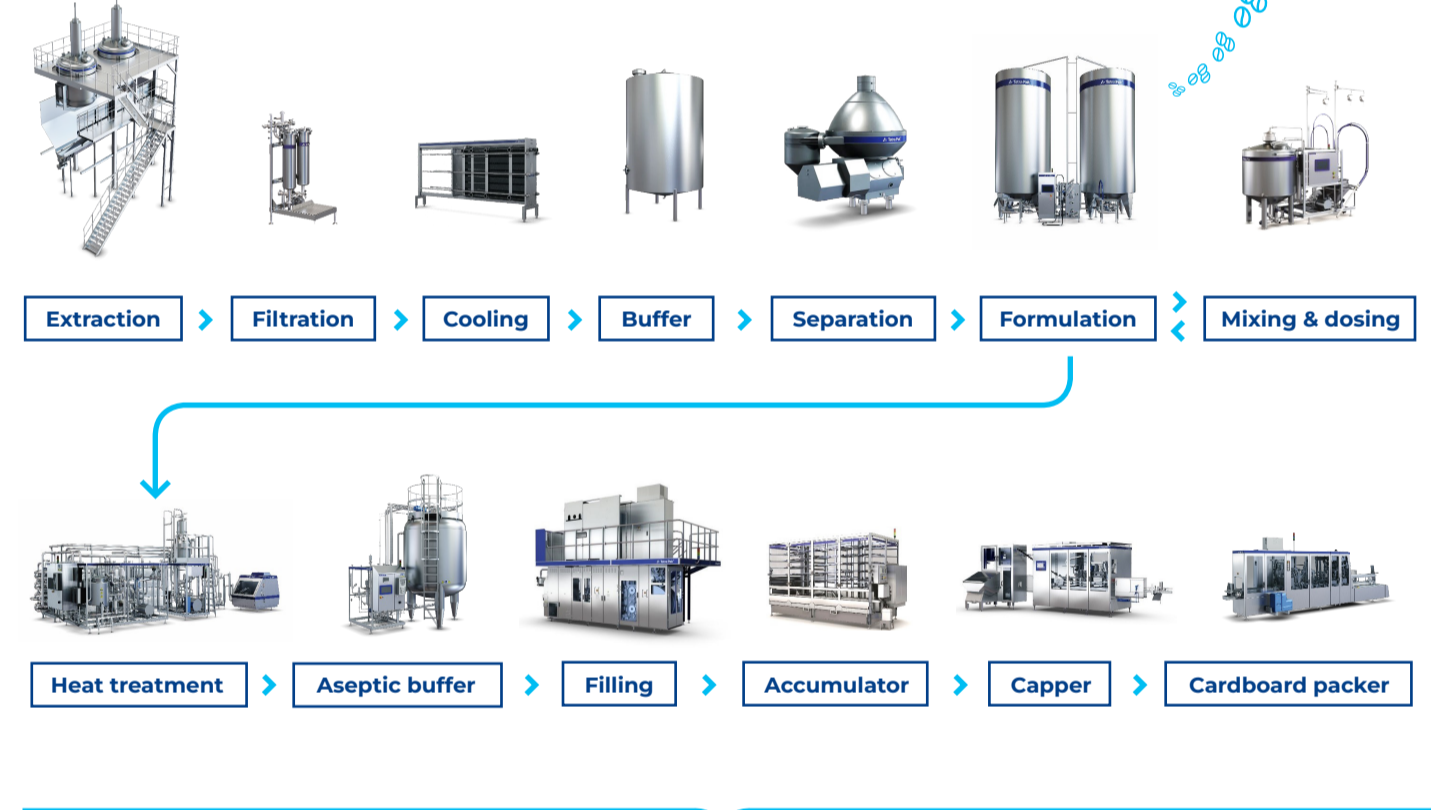
Embark on a co-innovation journey with our marketing services teams around the world. Let's experiment with new taste profiles and product formulations, and conceptualise innovative products together at our Customer Innovation Centres.



### Try them out

When your concept is ready, we run trials together at our Product Development Centres, simulating the conditions of your industrial scale production. Choose between three trial formats - in-person, travel-free and hybrid - to optimise your time and resources.

### Efficient production



All our processing lines are designed to ensure the highest standards of quality, safety and efficiency. They reduce total cost of ownership while being easy to maintain and service. Together we can design and build the optimal production line, or simply adapt your existing line to enable RTD coffee production. As a third option, we can help you find a suitable co-manufacturer in your region.

### Pick the right package

Find exactly what you need to satisfy your target group's functional needs and highlight the benefits of your brand.



#### Chilled or ambient?

Chilled packaging solutions give your product the taste and freshness many consumers favour. Aseptic packaging solutions prioritise product protection, locking in flavour and nutrition with a longer shelf life.

#### Size and shape?

Choose between easy-to-handle portion packages for on-the-go consumption, family packs for home use or food service, and mini packages for coffee concentrate.

### Marketing that makes an impact

For RTD Coffee, storytelling is key. To ensure consumers choose your product, we offer packaging solutions that give your brand the unique identity it deserves, why not explore the new packaging material effects available in our Tetra Pak® Artistry Portfolio?



Reach out to us for a discussion on how we can support your innovation journey from concept right through to commercialisation!

[Get in touch](#)

