

## Vichy Classique rolls out fresh identity in Baltics

**Baltic Beverages Holding (BBH)**, the holding company of Latvian bottled water producer **Svyturys-Utenos Alus**, has launched an enhanced design for its flagship Vichy Classique brand. Developed by Dutch design agency **Claessens Product Consultants**, the revamped packaging underlines the premium health positioning of the brand while enhancing shelf stand out.



A Claessens spokesperson explained: "Vichy Classique has an exclusive image, not meant for every day use. The former brand presentation fitted the brand in a classic and qualitative way, but was seen as too neutral, lacking attractiveness and shelf stand out. Next to this, it was not easy to differentiate the carbonated version from the still variant."

The core objective, therefore, was for Claessens to make the brand more appealing and accessible, while expressing its premium health brand values. The resulting bespoke bottle shape and sophisticated label design is intended to stimulate customer loyalty.

Vichy Classique was introduced in the Baltics in 1996. Positioned in the upper mainstream segment, the brand has strong loyalty in Lithuania, Latvia and Estonia. Indeed, Svyturys-Utenos Alus claims Vichy Classique is the second or third best selling bottled water in each of the three countries, but that when overall sales are considered it is the Baltic leader. The Bonaqua brand from **Coca-Cola Hellenic Bottling Company** competes intensely.

The shares of BH are divided in equal parts between **Carlsberg Breweries** of Denmark and UK brewer **Scottish & Newcastle**.