

Valpré on all SAA flights from 2012

A newly designed 330ml Valpré spring water bottle, tailor-made for the airline industry, has won Coca-Cola South Africa (CCSA) business with South African Airways (SAA). This means that Coca-Cola is to supply SAA with its premium spring water brand Valpré for the next three years.

Valpré is a proudly South African premium water brand of CCSA that is sustainably sourced from natural spring water and bottled through CCSA's plant in Heidelberg near Johannesburg. It is the only beverage in South Africa which uses PlantBottle packaging - an innovative package created by Coca-Cola which is made from up to 30% plants and is 100% recyclable. Over eight million bottles of Valpré still and 680 000 bottles of Valpré sparkling will be supplied to SAA each year.

Bill Egbe, president of CCSA said: "When building the new Valpré plant in Heidelberg, we specifically included the 330ml package in our mould portfolio in anticipation of the needs of the airline industry. Valpré is a truly South African brand and we are excited that SAA, a national carrier, has chosen us in this important and strategic partnership."

From January 2012 SAA will serve Valpré water with meals and snacks on all domestic and international flights and at all SAA lounges in airports globally.

For more, visit: <https://www.bizcommunity.com>