

New eco-friendly package, flavours in Royco soup

Royco has relaunched its range of packet soups in striking bright red, eco-friendly packaging which has 25% less impact on the environment than regular soup packaging. The soups offer great tasting recipes and four new flavours, Beef & Onion; Chakalaka; Curry Vegetable and Oxtail & Vegetable that deliver extra flavour and richness for stews and casseroles.



The new packs also inform consumers that for every pack of soup they buy, they help feed a hungry child. The company is part of a nation-wide soup kitchen initiative that feeds 10 000 South Africans living in poverty every day. As this serving of soup may be their only meal for the day, it provides the soup kitchens with a specially formulated soup, fortified with essential vitamins and minerals for extra nourishment. By giving these children a fortified cup of soup, it allows them to be the best that they can be.

To maximise awareness, trial and purchase, the company is supporting the relaunch with a sampling campaign and TV advertising during the course of 2013.

The Packet Soup comes in a case configuration of 8 shrinks X 10 units with a recommended RSP of R3.69 per pack.

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