

SAN BENEDETTO: innovation smells of coffee

FutureBrand, San Benedetto strategic partner, releases the Group's first beverage innovation project

San Benedetto Group is one of the biggest Italian mineral water and soft drink producers. The Group owes its leading position on the market to a continuous evolution process aimed at anticipating the consumers' needs and tastes.

In the last months, San Benedetto and FutureBrand have been working together at a number of branding projects in the water and soft drinks industry, the first project of the row is SHEKY: a brand new coffee soft drink. FutureBrand has worked at the new drink strategic positioning and has created both name and product image.

SHEKY has a marked innovative soul and unique features: the absolute pureness of its main ingredient, San Benedetto mineral water, and the positive energy and taste of the best Italian espresso. Together they generate a refreshing and cool drink with a smooth taste.

The name comes from the verb "to shake", used to define a cold espresso as prepared in the best bars. SHEKY is an easy drink, a simple way to recharge without exceeding with caffeine while working, walking, driving... FutureBrand has carried out also the structural design of the bottle and has designed both product name and image: a huge coffee bean spreading its aroma while falling into the fresh transparency of San Benedetto water.

Mark Stephens, creative director leading FutureBrand team, says: "It's a tremendous challenge to work at such an innovative project as SHEKY, but we could count on a strong and shared concept. This has guided our entire work and has led us to a really contemporary product, capable of really meeting consumer's wish for something cool and tasty"

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FutureBrand

