



WE'RE
HERE
NOW.

Innovating to Stand Out

Rauch at the forefront of the juice industry
through innovation and excellence

This report, specially created for Rauch, reflects on the innovation milestones you've achieved and looks ahead to new opportunities for pioneering products and packaging.*

**Please note that this is a confidential report and should not be shared or distributed outside Rauch or Tetra Pak.*

 **Tetra Pak®**
PROTECTS WHAT'S GOOD



45+ years of shared success

Dear Rauch,

It's been over 45 years since we teamed up for the first time, helping you pioneer Europe's first tasty juice in carton packaging in 1978.

Since then, we've remained determined to innovate, to stay thirsty for excellence and always aim for the highest quality. In short: to become your preferred, global processing & packaging partner.

The drive that we both share has led to innovation, excellence and trendsetting that we will always look back on with pride.

But the story of Rauch and Tetra Pak is about to step up again.

Changing times and new challenges in the juice market are bringing the prospect of fresh adventures. We have the opportunity to build on the good things that Rauch has achieved with our support.

Whether it's launching new packaging formats, embracing new technologies or implementing automation to improve effectiveness and cut food waste, we're ready to support you in your next chapter. As your long-term end-to-end partner, we look forward to the journey ahead.

So let's celebrate the past, look to the future, and plan for your next innovative steps.

Kind regards,
Tetra Pak

Treasured Chapters – Our Innovation Milestones

Looking back at the successful collaborations with
Tetra Pak that positioned Rauch as a market leader



Working together
since 1978.

• Developing carton juice packaging → Helping Rauch become Austria's market leader.

- In 1978, pioneering Rauch founder Franz Rauch bravely took a chance on a young Swedish company to package his juice.
- In 1993, Tetra Pak supported Rauch in the successful expansion beyond Austria's borders.
- In 2013/2014, we dared to introduce the first Tetra Prisma® Aseptic Carton Package in the Austrian and German markets, despite initial headwind from leading retailers, differentiating Rauch within the segment.
- First in Austria to use Tetra Brik® Aseptic packaging.
- We were among the first to utilise QR codes on every single package to communicate and interact directly with our consumers.
- Running the first Promo-Caps on beverage carton packages in Central Europe
- From 2017 - 2023 we pioneered a daily management system together in 7 different plants and successfully optimised production KPIs, including cost and efficiencies.
- In July 2021 we introduced paper straws to meet evolving sustainability expectations.



• Juice Foresight workshops & product innovation → Co-developing the next big trends in beverage innovation.

- Innovation & Juice Foresight Workshops to uncover consumer trends and create new products.
- Looking into the future requirements for the development of low-sugar, functional juices and plant-based beverage innovations.
- Successful next steps included a new project on creating “Value for money” new product innovations for the Serbian and Adriatic markets.
- We are looking forward to jointly launch other product innovations from the foresight journey, including:
 - Immune Boost Juices with functional ingredients.
 - Plant-based RTD coffee concepts (oat, almond, chickpea-based).
 - Hybrid beverage innovations (fruit juice + coffee blends).

Foresight opens new doors



Insight

What is happening



Foresight

What could happen

What can you expect?

Looking at 100% orange juice

What can be done?

Future-proofing innovation roadmap

What are the right products?

New markets and consumers

What are the benefits and opportunities to focus on?

• Smart packaging →

Engaging consumers through interactive and digital-enabled packaging solutions.

- Rauch pioneered Connected Packaging with QR codes for digital engagement, including:
 - Gamified campaigns & loyalty rewards
 - Direct-to-consumer brand storytelling & promotions via QR-activated content.
 - Data-driven consumer insights, enabling personalised marketing.

How can we introduce these trends via Connected packaging solutions?



Augmented reality

Messenger based solution

App / web app solution

Connected package core product proposition



Toolbox giving a **unique digital identity** to your packages, (QR & DMC codes, Augmented reality, RFID* ...)



Ready to use product & consumer interface apps maximizing access to insights vital to marketing, sales and factory operations



Production level aggregation from package to tray to pallet



Consumer Success Management team ready to guarantee the effectiveness of your consumer & product driven initiatives



Data base integration all your product & consumer data sources united: package data, Google Analytics, social media, etc.



Access to the largest global packaging database in the industry that enables benchmarking and data-driven decision making



Fresh Adventures – Innovating for the Future

Once a small Austrian factory, Rauch has become a global leader in fruit juices, led by a pioneering spirit and an impressive dedication to quality.

In the coming years, amid a rapidly moving business landscape, the doors for industry-changing innovations are wide open again.

Constantly changing consumer behaviours, rising regulations, new technologies and rapid digitalisation make a dedication to continuous innovation more important than ever.

As a long-time, end-to-end partner, Tetra Pak is ready to support Rauch at the forefront of the juice industry, strengthening your position as an innovative trendsetter.

Stand out on the shelf with packaging innovations

The drink aisle is becoming more crowded by the day. To stay ahead, you have to stand out.

But the innovative, appealing, and robust packaging of Tetra Pak stands ready to help make Rauch products the star of the shelf for years to come.



Tetra Prisma® Aseptic:
Achieve brand differentiation
and grab customer attention
with eye-catching and
convenient packaging.



Drive customer loyalty and
engagement with seasonal
promotions or connected
experiences.

A production plant fit for the future

A fresh plant to tackle fresh adventures

Level up your production facility with Tetra Pak's end-to-end solutions, including Tetra Pak® PlantMaster, Asset Health Monitoring, and more.

Keep your line lean...

Increase your line's productivity with new, highly efficient connected lines, serviced by our competent teams, supported by [digital tools](#) that help manage the technology life cycle. Secure your investment with a respective service contract to continuously improve performance, [cost and quality](#).

...and keep it clean

Cut wastewater and product loss with filtration and UV treatment, while preserving product quality and shelf life.



Standardising and future-proofing factories

Challenge

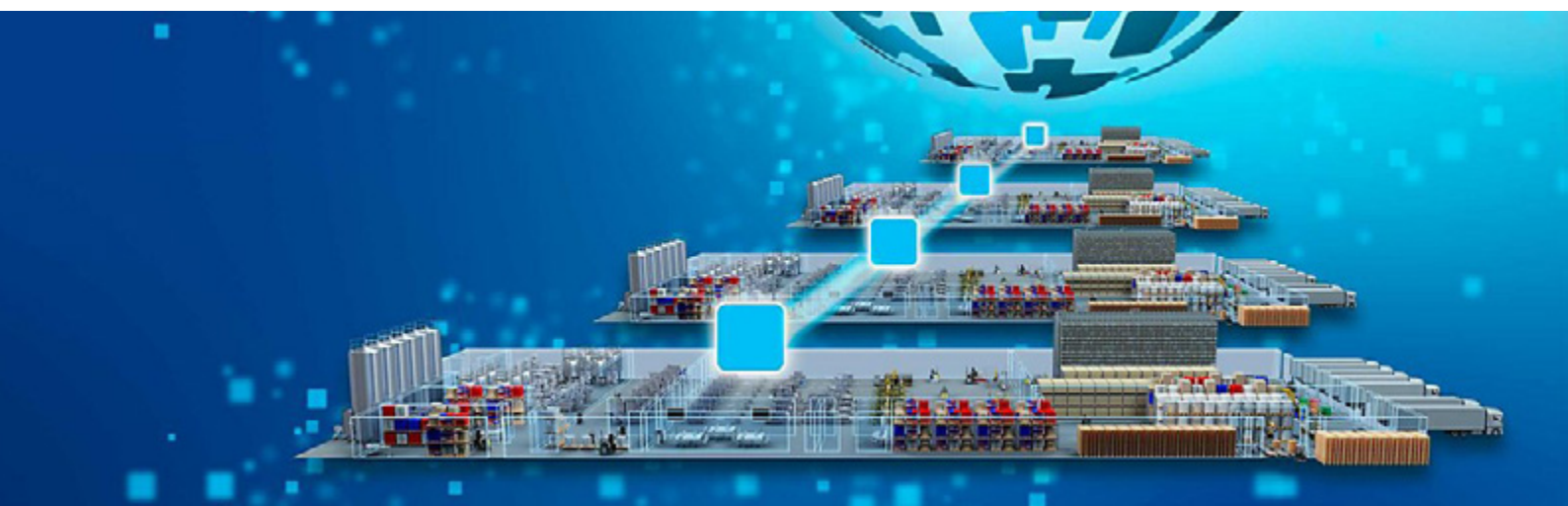
To achieve standardisation of OT (Operational Technology), while delivering value across a global company, which includes 40 + merged businesses with different legacy systems.

Solution

A single standardised solution for plant automation, collection and reporting of data, enabling further sites to be included over time.

Results

- Reliable real-time data upon which to base daily decisions
- Potential for component reuse and knowledge-sharing
- Staff embrace a data-driven way of working
- Progress towards global standardisation - a competitive advantage.



“We’re confident that OT standardisation, along with Tetra Pak’s standardised automation framework, is the best way to reduce project costs, lead times and start-up times.”

Ron Veldhuizen, Global Director Operational Technology at FrieslandCampina

[Read more >](#)

Collaborate to drive product development and innovation



For an industry leader like Rauch, simply 'good' is not enough – only the best is acceptable. Using Tetra Pak's Marketing expertise, Product Development Centres, R&D services and technological innovations, Rauch will cement its position as an industry trendsetter – far into the future.

Research and test every detail

Get access to global research hubs – test flavour, texture, formulation and shelf-life before market launch, protecting Rauch's dedication to quality.

Become the sustainable choice

Tetra Pak experts are ready to support Rauch to find a more sustainable packaging solution, ensuring your product is the first choice for environmentally-conscious consumers.

Hit the shelf at lightning speed

Get Rauch products where they belong: in the customer's shopping baskets. Use the Tetra Pak E2E approach to simplify your production and maximise output.

So, Rauch. What's next?

What does Rauch's future look like?
We have some suggestions to help position
you for success.

Our strategic suggestions:



Increase
profitability by
implementing
Tetra Pak®
PlantMaster



Pilot a new
smart packaging
initiative to
enhance
consumer
engagement



Strengthen the
innovation
journey,
collaborating
to react faster
to developing
consumer
needs



New juice
technologies
for Rauch's
needs to
strengthen the
sustainability
and TCO
leadership
ambition during
the growth
phase



Innovative with
packaging
portfolio that
addresses the
different needs
in different
segments and
countries,
allowing
changes and
expansions.

Let's define our next fresh adventure.

Innovation has always been at the heart of our partnership. Over 45 years of supporting groundbreaking and pioneering solutions is something we're very proud of. Let's continue to push boundaries even further. Together. With Tetra Pak support, Rauch can continue to lead the market with even more innovative packaging. The next chapter starts now.

Get in touch – and let's begin a fresh adventure together.



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