



# JAMES ROSS CONSULTING

## Helping Hall & Woodhouse to develop a brand new range of packaging to boost a declining premium canned drinks sector

Hall & Woodhouse produced a range of branded and own label carbonated soft drinks and beers at a production facility in the UK. Sales within the premium carbonated canned drinks sector were declining and, based on market research the client had initiated a re-branding exercise to target a new consumer group. Key to this re-launch was a new range of flavours and a move to a re-closeable PET bottle.

### Business Challenge

James Ross Consulting were asked to work with the brand development agency (Butcher and Gundersen - [www.bgundersen.co.uk](http://www.bgundersen.co.uk)) and the internal management team to develop the packaging concepts and supply route. This involved component development for PET bottles, closures and shrink-sleeves, development of co-packers with appropriate formulation and filling capabilities and liaison with ingredients suppliers.

### How JRC Helped

James Ross Consulting were involved in providing technical support to the design process to ensure that final packs would be optimized for filling, decoration and distribution. The project was undertaken against a tight launch deadline to meet the peak summer sales period. As a consequence the packaging supply and filling processes became key drivers in the direction of the project.

### Value Delivered

JRC offered Hall & Woodhouse the expertise to work through a New Product Development process involving multiple material choices and technologies. The project staff embraced their choice of brand agency and worked closely with the designers to conceptualise practical, yet cutting edge designs. The product was launched successfully, in 6 flavours for the UK market.

### About Hall & Woodhouse

Today Hall and Woodhouse remains an independent family company owned and run by the fifth generation of the Woodhouse family. Hall and Woodhouse has a portfolio of Brands including award winning Badger Beers, Hofbräu lager, the brand leading kids soft drink Panda Pops and the natural sparkling tropical fruit drink Rio.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).

Cost Optimization, Technical Support and Analytical Services