



OPTIMIZATION OF PACKAGING A NEW DEAL FOR EVO OIL



In collaboration with:





INTRODUCTION

We are a group of 3 students of the Master degree course in Food Science and Technology of the University of Teramo.

We started a collaboration with Frantoio Montecchia, a Company that produces **Extra Virgin Olive (EVO) oil** in the Abruzzo region.

Our aim is to support the already **sustainable production** of the company, implementing it with **some ideas**.



TEAM

ThinkEat Team:

- Anet Pantolfi
- Francesco Buccioni
- Veronica Visciotti

Tutors:

- Prof. Emilio Chiodo – Direct tutor
- Prof. Andrea Fantini – Supporting tutor

Company owner:

- Matteo Montecchia



PROBLEM

The Montecchia Company detected problems in the **post-oil production sector**:

- Too many packaging options
- Sustainability of the packaging materials
- Sustainability of the label material
- Communication with the consumer

ADVANTAGES

Frantoio Montecchia wants to be a greener Company.

The renewal of the packaging will:

- ✓ **Increase the sustainability** of the product
- ✓ Enhance the strong points of the company
- ✓ **Awareness** of the consumer
- ✓ New earning possibilities
- ✓ Improve the company's **reputation**



SOLUTION

EVALUATION OF THE PREFERENCES

- ✓ Distribution of a questionnaire
- ✓ Analysis of the sales of the Company



REDUCTION OF THE ENVIRONMENTAL IMPACT

- ✓ Choice of alternative packaging material
- ✓ Choice of sustainable labels material



IMPROVE THE COMMUNICATION WITH THE CONSUMER

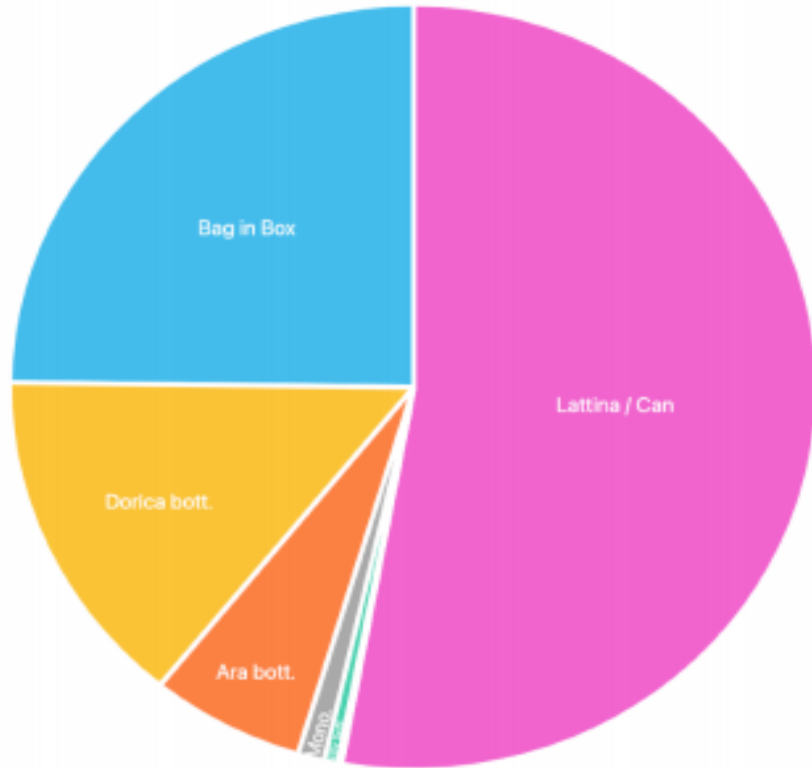
- ✓ Introduce visual aids and logos on the label



SIMPLIFICATION OF THE COMPANY'S OFFER

- ✓ Reduction of formats for each type of packaging.





Income EVOO line per packaging

Can 51.9%

Bag-in-Box 24.8%

'Dorica' glass bottle + 'Ara' 20.6

Single dose 1.0%

Other (Willi, Magnum, Dorica Willi) 0.7%

SOLUTION

- The Montecchia Company has different packaging formats.
- The sales for each category of packaging are different.
- We focused our attention on **Bag in Box** packaging.



We use leaves
as fertilizer



We use waste water
for irrigation



We use olive pits
to produce fuel



We use solar panels
to produce electricity

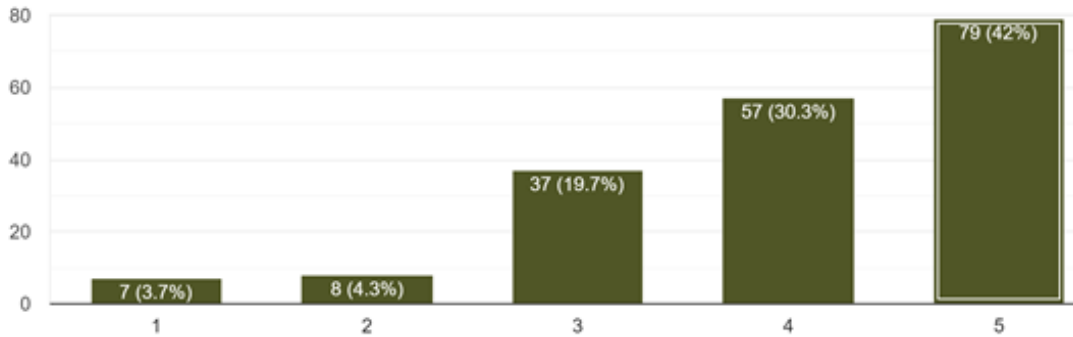
PRODUCT

The new product is characterized by:

- Format optimization
- Recycled cardboard
- Plastic-free
- Sustainable label material (white bioplastic)
- Visual aids

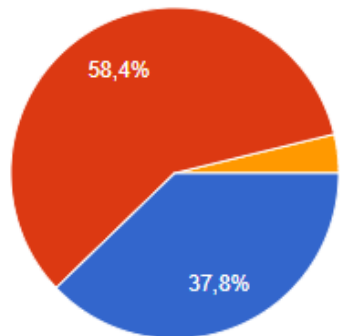
TRACTION

1.



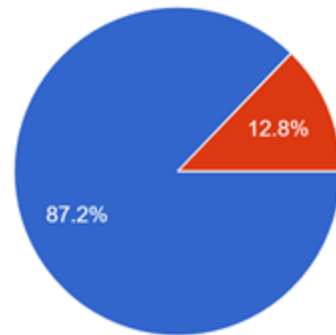
Interest of interviewed people in sustainability: score from 1 to 5

2.



● Si, sicuramente
● Si, ma in base a quanto il prezzo aumenta
● No, preferirei il prodotto con il prezzo inferiore

3.



● Si
● No

1. High interest towards sustainable issues in the industry.

2. Willingness to pay a **higher price** for a product with reduced environmental impact.

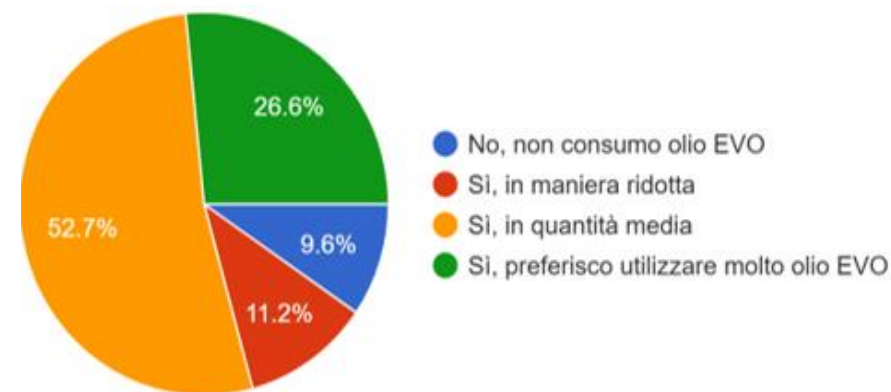
3. Interest in products with labels showing environmental sustainability claims.

MARKET

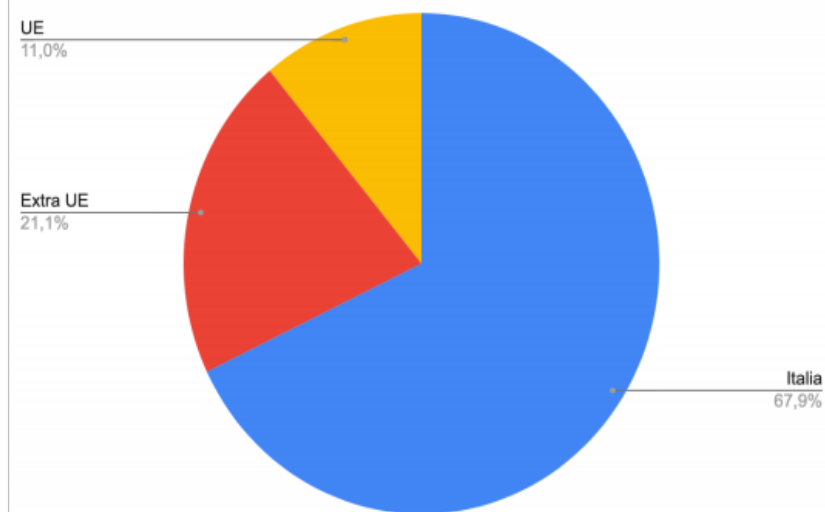
✓ Market focused on **Italy** (EVOO used by 90.4% of people).

✓ Export both in **EU** and **Extra EU** countries.

✓ Opportunity to **expand** the market.



Interest of interviewed people in the consumption of EVO oil



Geographical spread of the Frantoio Montecchia market



ALTERNATIVES?

- Development of new materials in the future



BIRDS EYE VIEW ON INNOVATIONS

- Use of different packaging shape



COSTS?

BUSINESS MODEL



More information on
packaging



More sustainable
product



Enhanced **involvement**
of consumer



Valorization of the
company



1. Higher willingness to pay
2. Increase of the price
3. Higher sales
4. Higher earnings



**THANKS FOR
THE ATTENTION!**

CONTACTS

For any further question, interest or deepening, please contact:

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