














Lactose-free Dairy Products

Additional sales and profits from a single source



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MINUS L – LACTOSE-FREE MILK PRODUCTS/PRODUITS LAITIERS SANS LACTOSE/PRODOTTI SENZA LATTOSIO

													
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Artikelbezeichnung
Article description
Denominazione d'articolo
Denominazione d'articolo

Produktdaten / Logistic dates / Denominazione / Dates logistiques:

Art.-Nr. / Art. No. / Art. No. / No. Art.	Fett / Fat / Grassi / Matière grasse	Inhalt / Weight / Peso / Poids	Einheiten/Karton / Units/Box / Pezzi/Cassetta / Pieces/Cartron	EAN-Nr. Verkaufseinheit / Bar Code Stelling unit / EAN No. Confezione / Genocode PVC	EAN-Karton / Bar Code / EAN No. Cassetta / Genocode Carton	Nettogewicht / Net weight / Peso netto / Poids net	Bruttogewicht / Gross weight / Peso lordo / Poids brut	Maße (L x B x H) / Tray measurement / Mesure a cassetta (L x L x H) / Mesures du carton (cm)
6890	70,0%	200 g	10	406280005124	406280005131	2.000 g	2.210 g	18,1 x 12,8 x 15,3
6403	45,0%	125 g	8	406280005544	406280005551	1.000 g	1.207 g	24,1 x 9,7 x 9,5
6623	45,0%	125 g	8	406280005520	406280005537	1.000 g	1.870 g	30,5 x 9,0 x 8,4
6622	50,0%	2 x 75 g	6	406280006152	406280006169	900 g	1.160 g	30,0 x 16,0 x 11,0
6007	50,0%	150 g	10	406280002154	406280002161	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6008	45,0%	150 g	10	406280003359	406280003366	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6055	div.	200 g	12	406280006565	406280006572	2.400 g	2.674 g	22,8 x 14,0 x 20,6
6050	48,0%	150 g	10	406280005209	406280005193	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6051	40,0%	150 g	10	406280005223	406280005216	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6052	45,0%	150 g	10	406280005247	406280005230	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6053	45,0%	150 g	10	406280005261	406280005254	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6054	45,0%	150 g	10	406280005285	406280005278	1.500 g	1.800 g	21,0 x 14,0 x 21,0
6009	45,0%	150 g	12	406280003489	406280003496	1.800 g	1.920 g	39,5 x 15,6 x 19,0
7351	45,0%	200 g	8	4062800003465	4062800003070	1.600 g	1.740 g	26,0 x 10,1 x 9,7

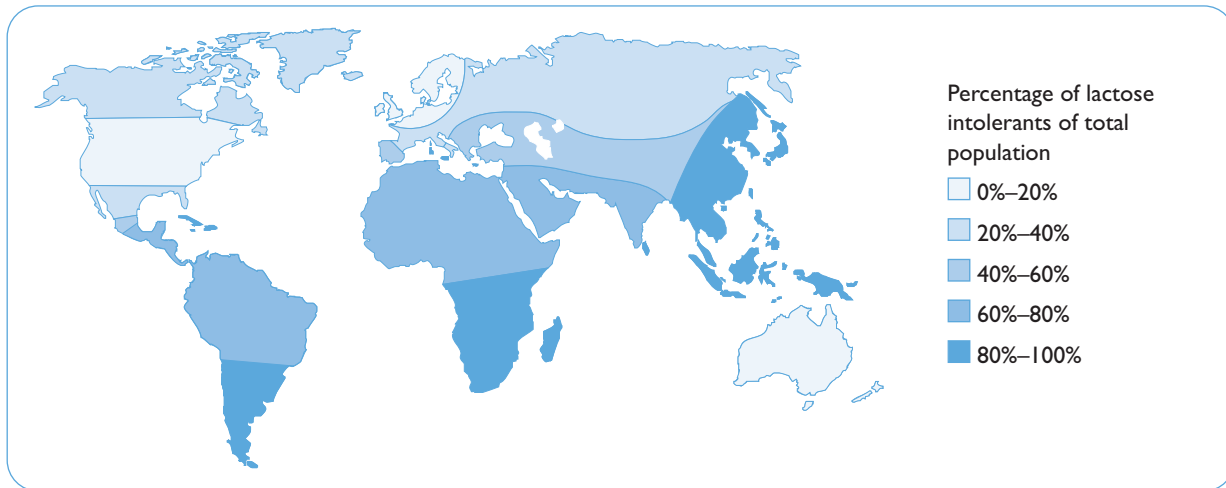
Verbraucherpackung / Single Unit / Confezione / UVC:

200 g	125 g	125 g	150 g	200 g	150 g	150 g	150 g	200 g
221 g	141 g	215 g	180 g	211 g	160 g	160 g	160 g	207 g
13,0 x 9,3 x 3,3	9,2 x 9,2 x 2,9	8,0 x 8,0 x 5,0	14,5 x 10,5 x 4,5	20,0 x 13,0 x 2,0	20,5 x 13,0 x 2,0	20,5 x 13,0 x 2,0	20,5 x 13,0 x 2,0	8,5 x 9,0 x 2,5

Palettendaten / Pallet measurement / Dati palette / Mesures de la palette:

342	243	160	170	217	217	217	217	105	330
38	27	20	17	31	31	31	31	15	33
9	9	8	10	7	7	7	7	7	10
154	101	135	125	159	159	159	159	148	145

Lactose Intolerance



Lactose intolerance can be found everywhere

But it varies greatly: 85-100% of the coloured population of Africa are affected, and in Asia this figure is as high as 90-100%. In Scandinavia, however, only around 10% of the population suffer from it. In the USA approx. 80% of the coloured population and around 17% of the white population are affected.

When compared to the rest of the world, Germany belongs to the middle-ranking countries, with around 15% of its population suffering from lactose intolerance – but this doesn't make the situation any easier for the 12 million Germans affected. If anything, very little importance is attached to this day and some doctors still dismiss lactose intolerance as a cause of serious disorders.

Living with lactose intolerance

The obvious reaction to the diagnosis of lactose intolerance would be to give up all food containing lactose. However, this is easier said than done: nowadays lactose is commonly found in a wide range of foods. Furthermore, giving up dairy products would be less than beneficial to one's health, because the valuable contents of natural cow's milk are difficult to substitute.

The **MINUSL products** from OMIRA have been specifically developed for this very reason, allowing people with lactose intolerance to enjoy dairy healthily and trouble-free.

Business advantages:

- Additional products: no substitution of other dairy products
- Full product range for this target group
- High customer loyalty
- Service product for your customers
- Outstanding revenues

The best sales placement is a block placement on the refrigerated shelf!

Optimal support for successful sales:

- Informative brochures and flyers
- Shelf stoppers to attract the attention of your customers
- National TV campaigns
- National print campaigns
- Image promotion
- Support from ecotrophologists, diet assistants, nutritionists and doctors

More information is available at: www.minusl.de