



Chin8Neri

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What is Chin8Neri?

- Chin8Neri is an Italian soda brand known for their striking flavors, specifically Chinotto.
- Other flavors such as orange, lemon and just gas



Chinotto

The most popular flavor is Chinotto, it is a fruit of the citrus family.

- It is a perfect balance of herbs and traditional sugar.
- The 20 selected herbs – including rhubarb, gentian, cinchona, cinnamon, cloves, sweet and sour orange, quassio, thyme and tamarind –
- They are extracted with the classic method typical of digestive bitters, accompanied in mixing with latest generation technological methods.



Limoncedro

- A bouquet of orange, lemon, natural citron extract and a natural flavoring with Safflower
- Typical bright yellow color
- Other top quality ingredients, the palate is conquered right down to the last sip



Aranciosa

- The 15.6% of top quality orange juice and natural flavors extracted directly are the elements whose combination gives the drink a note of fresh citrus fruits and a typical aroma of freshly picked fruit.



Gassosa

- Characterized by a delicate note of lemon deriving from a natural extract, it is one of the classic flavors of the Neri line.
- Natural product par excellence, it does not contain dyes, it does not contain synthetic sweeteners and preservatives, it contains only sucrose sugar.



Background Info

01

In 1949 Pietro Neri created an innovative drink based on a particular citrus fruit: the chinotto.



02

From '49 to '65 he had an amazing success, which made him one of the richest men in Italy; he built a factory in Naples, Bologna and Capranica,

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In 1969 Pietro was forced to give his factory away but he didn't give away any of his recipes.

Background Cont.

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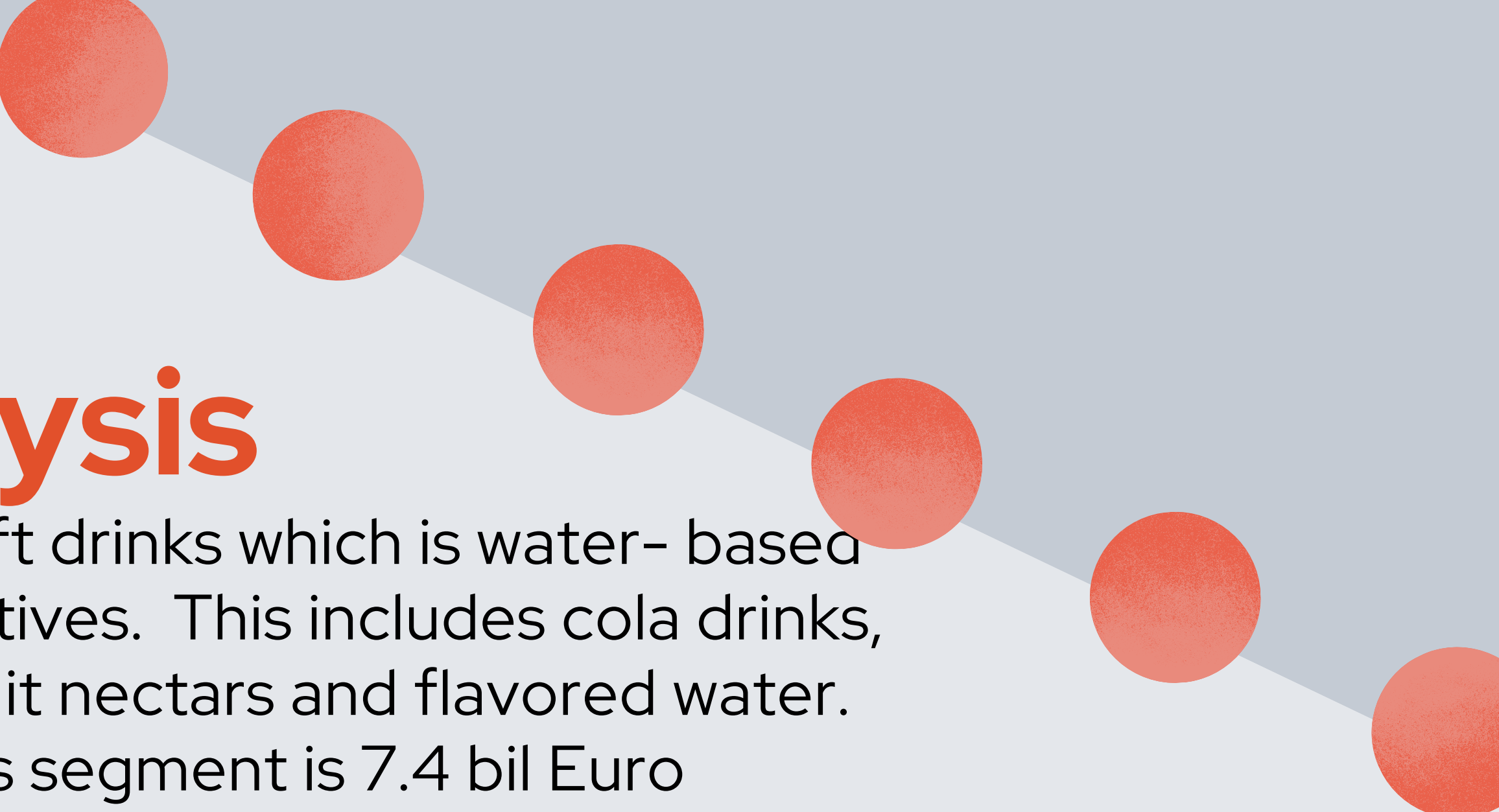
The new owners of the company were not having great success because they didn't have Pietro's original recipe so they had to close.

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Reopened in 2000 and it was very difficult to recover the brand but with the release of their new chinottissimo they were successful.

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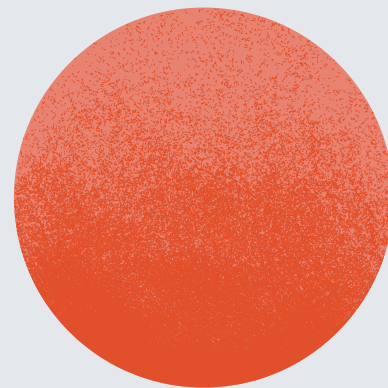
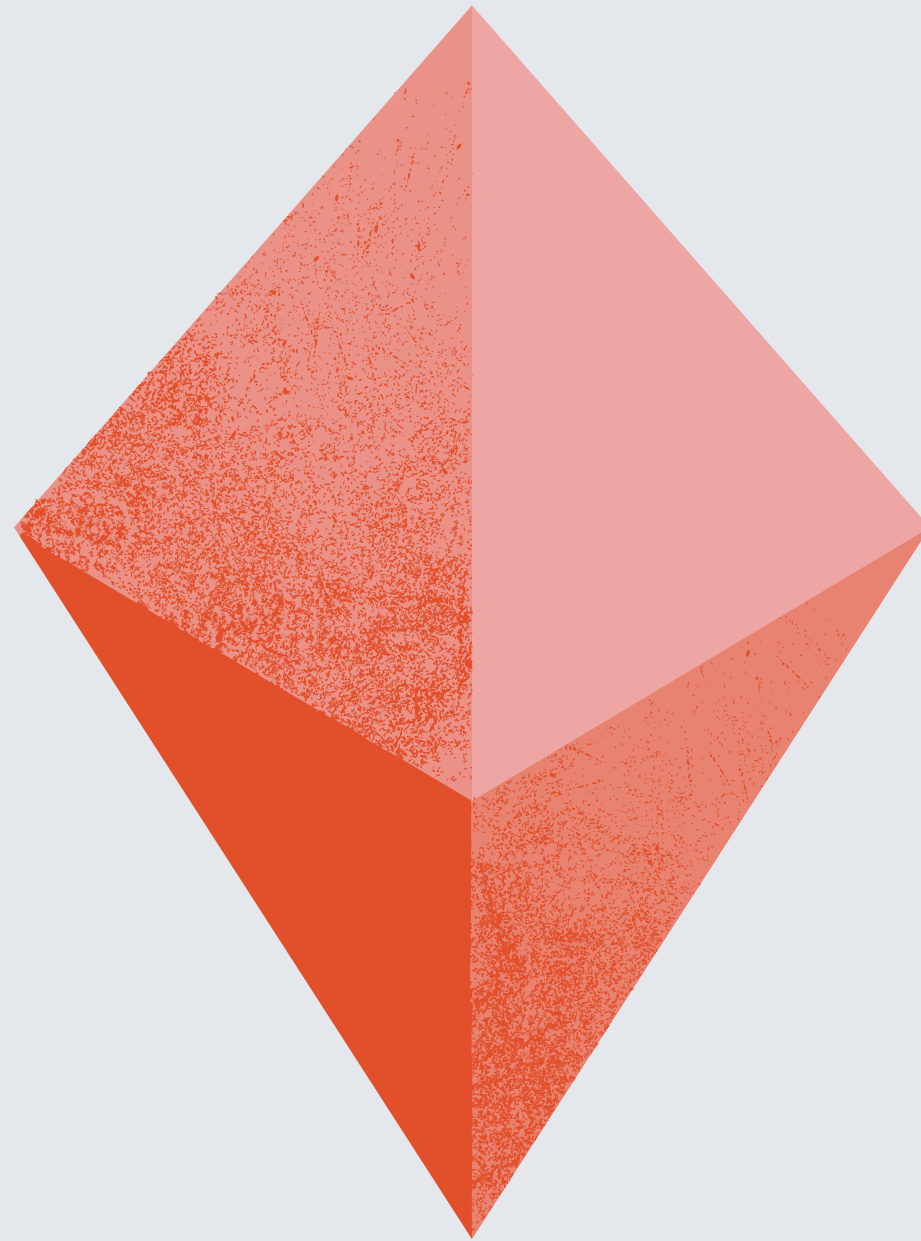
In 2014, the City of Rome awarded the Neri family the title of Cavaliere del Commercio, for the merit of having re-proposed a historical recipe that helped to revive the fate of Rome,



Market Analysis

Our market is classified as soft drinks which is water-based beverages with flavored additives. This includes cola drinks, lemonades, energy drinks, fruit nectars and flavored water.

- Revenue in the soft drinks segment is 7.4 bil Euro
- Projected growth of +0.71% within the next year
- Average cost of a soda is 2.50 Euro
 - Chin8Neri soda: 0.50 L = 2.10 Euro
- In global comparison, most revenue is generated in the US
- 49.1% are between the ages of 35-55 years old
- Average amount of soda consumed per person is 50.12 L a year



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STRENGTHS

- Few soda brands in Italy
- Unique product
- High quality
- Eco-sustainable

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WEAKNESSES

- Damaged reputation
- Resources for our product are difficult to obtain

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OPPORTUNITIES

- Limited soda brands
- Only a few flavors - can create more
- Can create other products i.e. seltzers

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THREATS

- Bigger soda companies that have more of an international face
- Bad weather - fruit for product could be limited

Mission

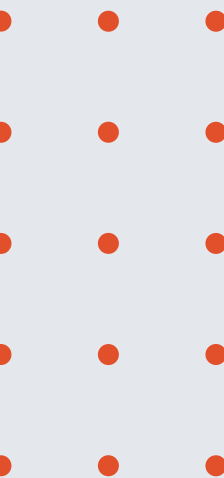


- **Original Mission:**

- **Focused on tradition**
- **High quality**
- **Unique Italian taste**
- **Made by eco-sustainable systems**

- **New Mission:**

- **Focus on high quality**
- **Unique Italian taste**
- **Eco-sustainable systems**
- **A fun drink for all ages**
- **Modernize brand and message**



Original Product Design, Logo and Tagline



Original Tagline: If you drink Neri... you drink it again!

Updated Product Design, Logo and Tagline



- Keep bottles the same shape
 - Add a can for limoncedro, arancioso and gassosa
- New logo and colors
 - "Italian" colors to keep traditional



New tagline: A Neri a day keeps the doctor away!

- More modern yet very simple
- A fun way to advertise
 - Potential for many collabs
- Caters to young and old crowds
- Tagline is makes more sense than the previous one



Product Positioning

Target Customer:

- Kids and young adults
- Italians
- People who enjoy unique flavors

Competitors:

- Coca-cola
- Crodino
- San Pellegrino

Our Persona:

- Specialty soda
- Unique flavor
- Can only be bought in certain places
- Fun to try



Marketing Chin8Neri

Specialty Soda Brand

- Made for special occasions
- Offered in limited locations

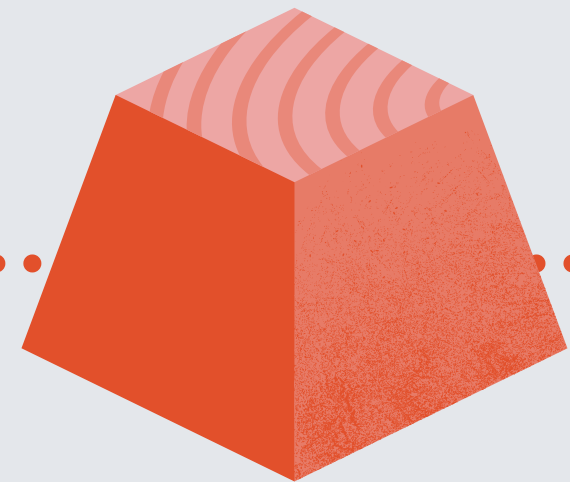
Social Media

- Focus on promos
- Be active on socials
- Talk to influencers

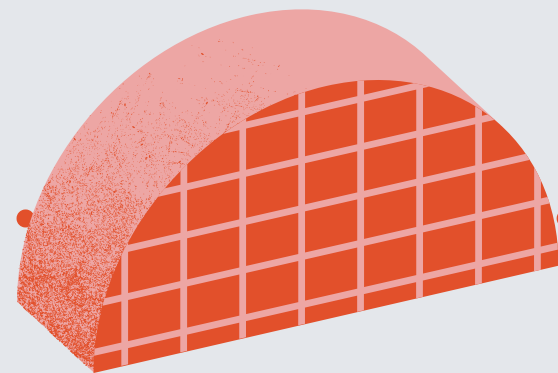
In-stores

- Higher end specialty stores

Proposed Timeline



Analyze current market



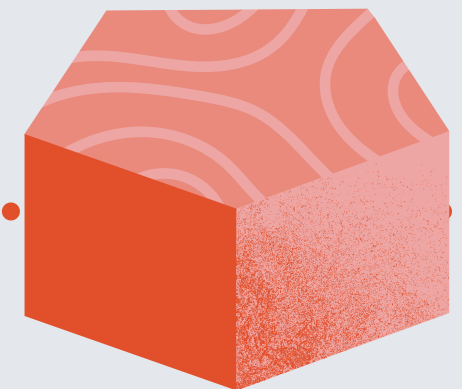
Start rebranding process:

- Tagline
- Logo
- Mission



Create buzz

- Attend events
- Advertise on socials
- Free samples and other promos



Reevaluate to see what needs to be changed or fixed

Looking into the Future •

After successfully rebranding ourselves with a new mission and logo there are many different opportunities for us, such as:

- Opening a bar/restaurant that focuses on making mixed drinks with Chin8Neri
- Creating a seltzer – creates a whole new customer base and opportunities
- Creating different flavors using other types of unique fruits
- Eventually exporting to other countries



Thank you!

Questions?.