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Element enters marketing support agreement with Tetra Pak

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By **Pooja Yadav** | June 28, 2021



element-enters-marketing-support-agreement-with-tetra-pak

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Market campaigns for Rejuvenate ready to drink organic plant protein beverage to begin June 2021 through the US

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Tetra Pak Inc. currently operates in over 160 countries and reported sales of €10.8 billion in 2020 through the sale of over 183 billion Tetra Pak packages. The global environmental non-profit Carbon Disclosure Project (CDP) has included Tetra Pak on its 'A List' for both tackling climate change and forest stewardship.

Tetra Pak packages are used to package Element's Rejuvenate ready-to-drink organic plant protein beverage, which is currently on shelves across over 15,000 locations in the US.

"Element has been using Tetra Pak for its Rejuvenate ready to drink organic plant protein beverage since inception as we know they provide packaging that consumers trust, that we can depend on for cutting edge sustainability technology and that results in a shelf-stable product perfect for on the go consumption. We are delighted to extend our partnership with Tetra Pak marketing the benefits of Rejuvenate to consumers in the United States, from muscle health to corporate responsibility," said Stuart Lowther, Chief Executive Officer.

Read online: https://nuffoodsspectrum.in/news/12/17636/element-enters-marketing-support-agreement-with-tetra-pak.html
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