

SLOVENIA

UNIVERSITY OF LJUBLJANA • BIOTECHNICAL FACULTY, CHAIR
FOR AGRICULTURAL ECONOMICS, POLICY AND LAW

CRUNCHY MILLY

Crunchy Milly is new, innovative, ecological (ingredients and package), nutritious, Slovenian traditional, convenient and easy to use, food product.

Product market name is Crunchy Milly, which is formatted from the word "millet", the main ingredient of our product. Millet is one of the oldest cultivated grains. Its benefits are a good nutritional value and insensitivity for growth. Ingredients for millet cereal are: ecological millet, semi skimmed milk and honey, which we buy directly from the farm.

In the Crunchy Milly package are 10 small 40 grams bags in three different flavors (chocolate, nuts, and fruits). Bag of Crunchy Milly is a great, balanced, nutritious meal suitable for quick breakfast or snack. Because of the divided portions, you can easily calculate all nutritional values and your daily needs. Bags are biodegradable and eatable; made from organic material and biopolymer molecules xylan, which dissolves in contact with fluid medium. You put content together with a bag into a bowl

and pour the yogurt, milk or fruit juice and eat it all together. Our target populations are children, adolescents and adults. It's significant for promotion of breakfast for all age groups, especially the youngest. It's also suitable for people with celiac disease, because the product contains no gluten. Price for 400g packaging is 2.51 (including VAT and margin), so it's comparable with other similar products on the market.

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