



Stack: the bottle must be able to stack well and be easy to transport unless you want you cartons/drinks to stay at the production line

Inform: the buyer must know what's in the juice so if they have allergies they can avoid them they also need the amount of calories for people who are on diets and stuff like that

Preserve: the buyer wants to get what they pay for not some mouldy stinky lump of sludge you need to preserve it in the way best for that food/drink

This drink Bottle is made of hard wearing and recyclable plastic witch is good for the environment and stores the drink in side

Protect: to protect you item you need to have the correct material or business may flop as drinks can easily leak or become

This bottle has plastic witch is good as it is very hard waring a can almost always be recycled

Promote: promoting your food/drink is a good way to boost business as it brings the customers right to you. You can promote with ads, posters and many other things.