

AUSTRIA JUICE

Flavour poetry: AUSTRIA JUICE presents new artistic image film

A video journey through the world of flavours that captures the essence of AUSTRIA JUICE: The world's leading producer of apple and berry juice concentrates is also focusing on regionality in its new image campaign and commissioned the Amstetten-based agencies Liora Media & Sonority to realise it.

The result is an abstract, artistic image film in which poetry meets digital aesthetics and translates them into dynamic images. Discover the wonderful flavours and their tastes. The film tells the story of the company - starting with Adam and Eve. For it is the apple that lays the foundation for the success of AUSTRIA JUICE (founded in 1936 as 'YO-Ybbstaler Obstverwertung') and makes it the world's leading producer of apple and berry juice concentrates.

The dramaturgical arc continues with colourfully captured beverage ingredients such as melon and contrasting, ingeniously realised dancing aroma molecules. The film was shot in the historic Ennsegg Castle and in the agency's studio.

AUSTRIA JUICE is one of the most important producers of food & beverage ingredient solutions and continues to be a pioneer in the industry by harmoniously combining regionality and innovative approaches.