## **VIO**



## Properties list:

range of products
metals
bottle
milk
new product
high-tech
contemporary
unusual structural association
unusual visual association
metallic
identity by system of colour
identity by colour
identity by textures and patterns
identity by abstract shapes
end-user packaging

Coca-Cola is getting into the milk business. The soft-drink maker is currently test marketing a sweetened fizzy milk beverage called Vio. Made with sparkling water, a hint of skim milk and cane sugar, the 8-ounce beverages come in four fruit flavors: Citrus Burst, Peach Mango, Very Berry and Tropical Colada.

## Reference:

Credits:

User: Coca-Cola

## Other images:







