



**WATER  
ENHANCER**

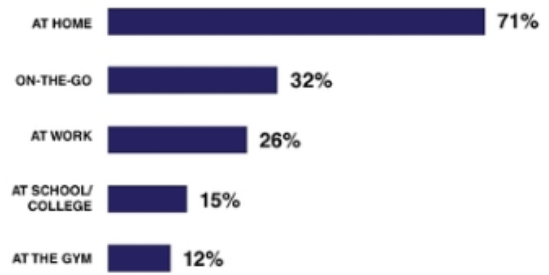
# MARKET UPDATE KARVAN CEVITAM GO



# MARKET UPDATE

## UK ROBINSONS

Where consumers use liquid water enhancers,  
UK, 2014, Canadian



Source: Canadian



Squash´d Zero Gravity



Robinsons Squash´d



# MARKET UPDATE GERMANY

## LIQUID ENHANCER



„Go Splash“ started in 2014  
with 5 flavors in Rewe stores



„RISE“ in tested in 11 Edeka  
stores

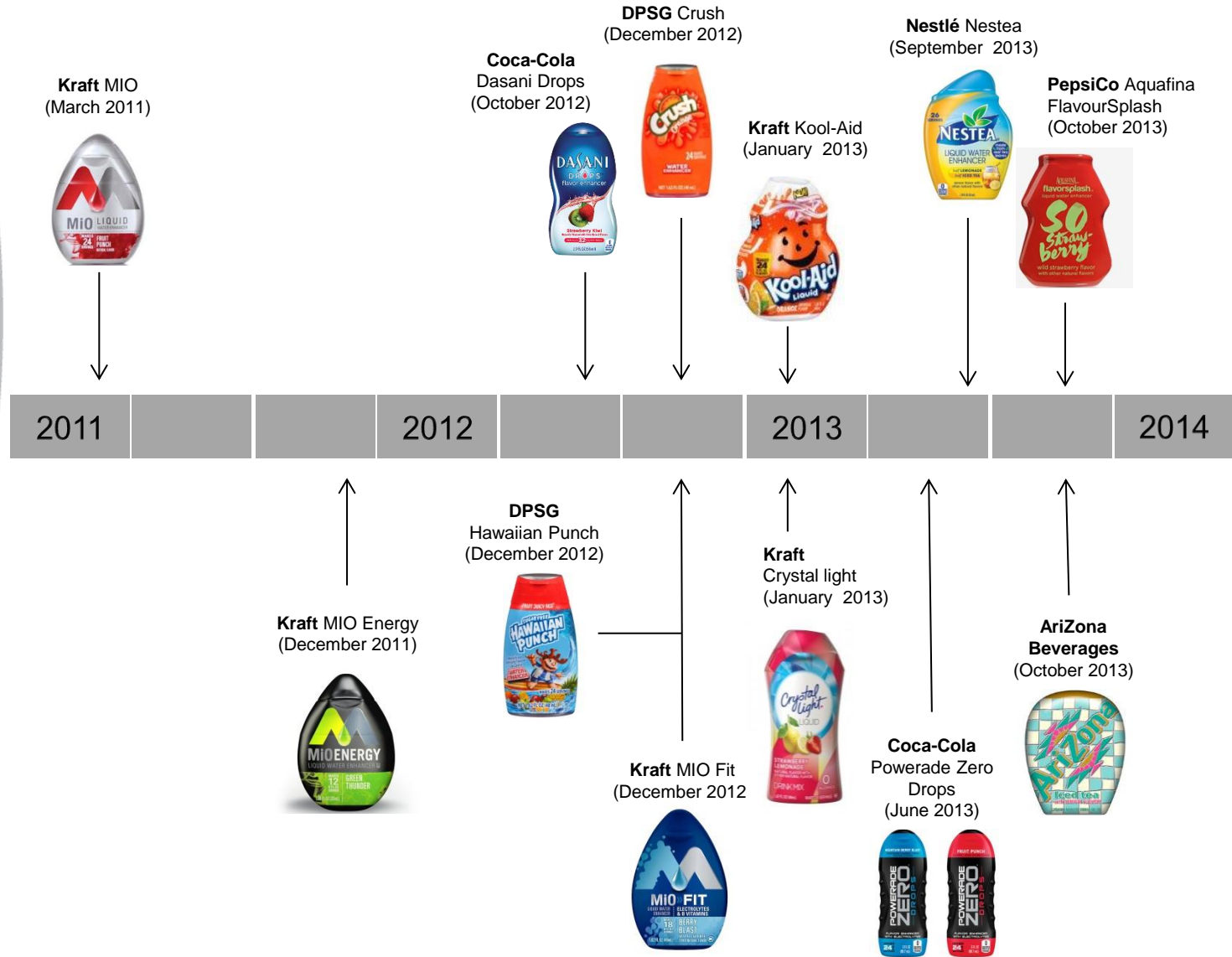


Krüger Gruppe announced  
„4Water“ on PLMA trade fair



YOUR LEADING CONCEPT  
HERE !!!!

# HISTORY OF LIQUID ENHANCER



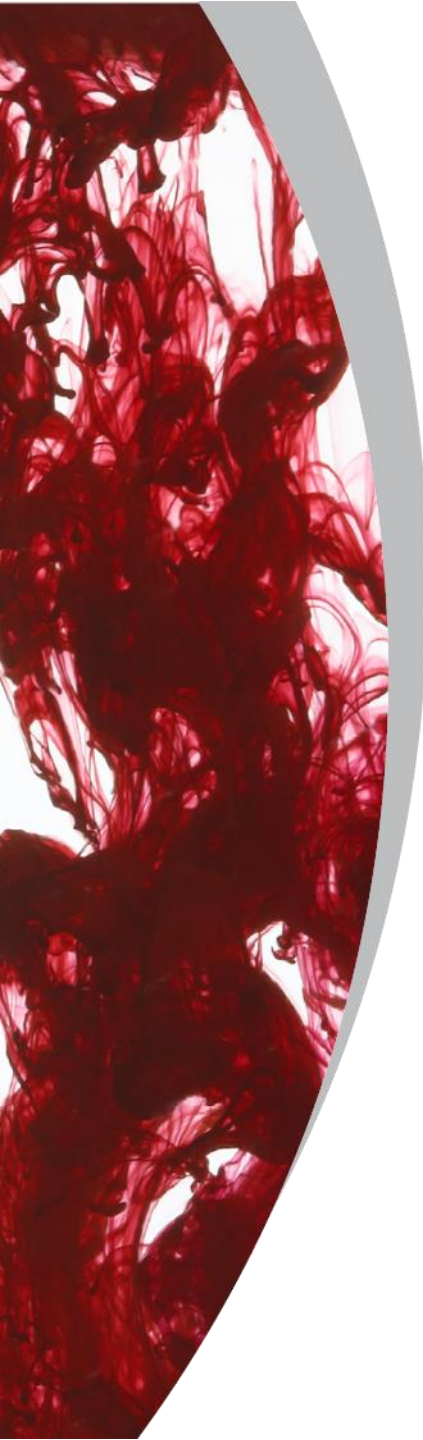
## FACTS

- Product concentrates are becoming an increasingly common trend in retail
- Global potential for super-concentrated liquid water enhancer is substantial → increase in plain, flavoured and functional water consumption in many countries
- Until now – limited presence in markets outside the US
- Water enhancer have the potential to make a significant impact on sales of bottled water
- They easily fit into a handbag, sports bag or trouser pocket
- Customizing drinks on the go bring individualization for various beverage segments
- Target segments are sports drinks, flavoured water, kids drinks, energy drinks, lemonades and tea drinks

## FACTS

Liquid water enhancer are perfectly matching trends that we currently have.

- 1. Customization:** People love mixing flavours, increasing or decreasing dosage of flavour in their water.
- 2. Convenience:** It is very convenient to fit a 50 ml squeezer in your pocket and carry it, basically anywhere.
- 3. Fast life pace:** Nowadays, consumers want things quickly.



## **OUR OFFER**

# **PERSONALISE YOUR BEVERAGE ON THE GO**



- We provide the whole supply chain
- Water enhancer give an individual and exciting colour and taste profile to your product
- 1 year best-before date
- Low in calories and no added sugar
- The bottle is very compact & portable

### **Tasting samples**

649462 Squeezer Syrup Strawberry Watermelon

649463 Squeezer Syrup Lemon-Lime

648814 Squeezer Syrup Grenadine

649459 Squeezer Syrup Blackcurrant

648816 Squeezer Syrup Mint

