



## GLOBAL MARKET TRENDS: BEVERAGES



## MARKET OVERVIEW AND INSIGHTS

## Global Beverage Market Overview

The global beverage market size is estimated to be worth **US\$ 1528670** million in 2022 and is projected to value at **US\$ 1691470** million by 2028 with a CAGR of **1.7%** during the review period.



2022

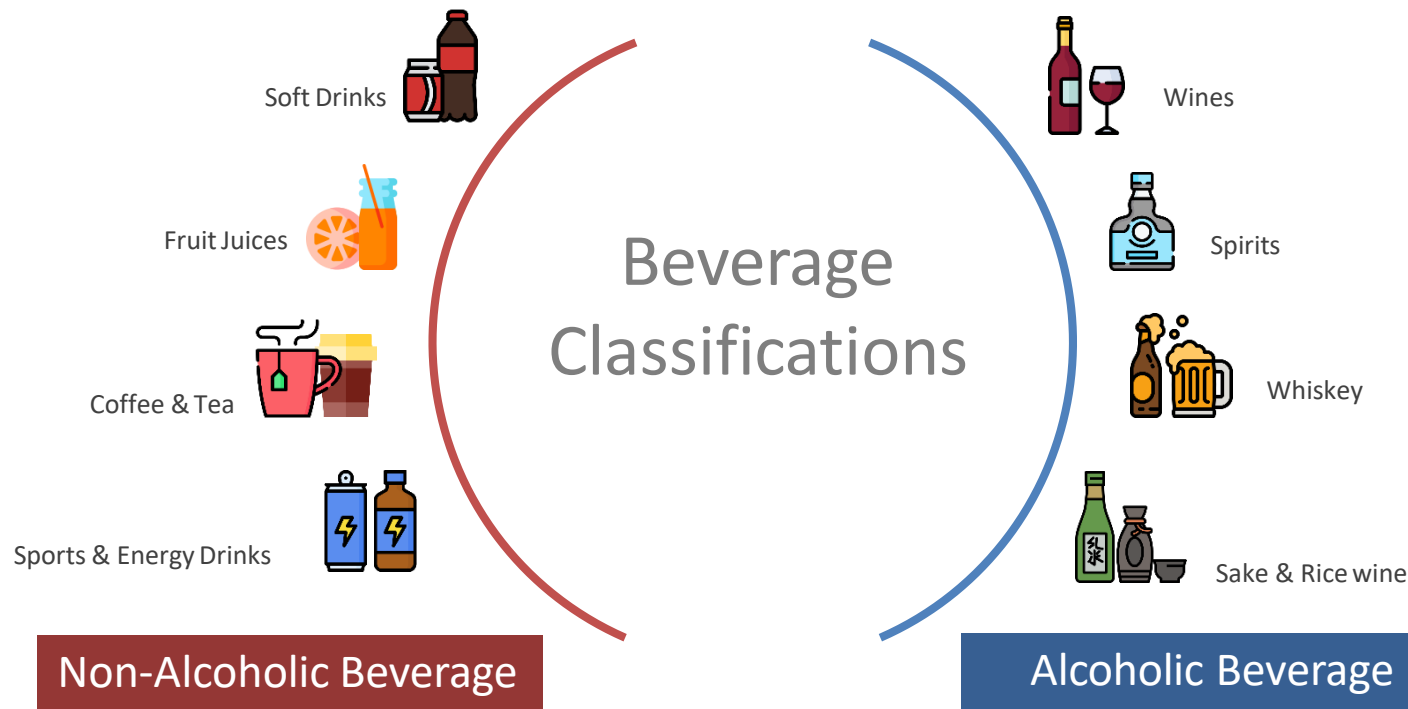
1.7%



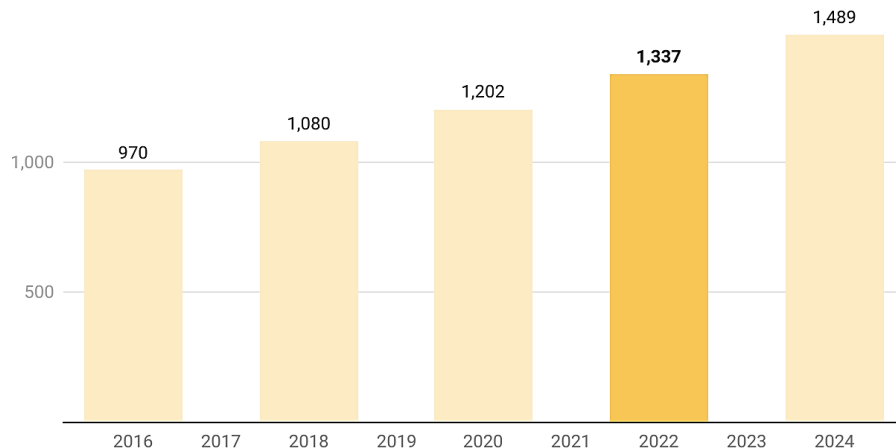
2028



# Global Beverage Market Segmentation



## Non-Alcoholic Beverage



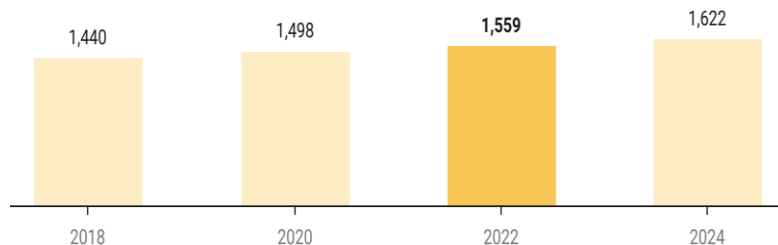
Market size of non-alcoholic beverage in Billion USD

The global non-alcoholic beverage market size is valued at **USD 1337** billion in **2022**.

The market is anticipated to grow at an estimated CAGR of **5.5%**.

It's projected to value at **USD 1885** billion in **2023** and will be valued at **USD 1489** billion in **2024**.

## Alcoholic Beverage



Market size of alcoholic beverage in Billion USD

The global alcoholic beverage market size is valued at **USD 1559** billion in **2022** and anticipated to grow at an estimated CAGR of **5.5%** during the period.

The value is estimated to be **USD 1209** billion dollars in the year **2023** and is expected to reach **USD 1622** billion dollars in the year **2024**.

## Functional Beverage Market Overview

The functional beverage market is projected to register a CAGR of **7%** and is valued at **US\$ 130.51** billion in 2021 and expected to reach **US\$173.23** billion in 2025.



2021

7%



2025

“Functional beverage has increased due to knowledge in body’s nutritional requirements, resulting in drinks that not only hydrate and restore electrolytes, but also introduce minerals and other additives required for optimal health”







## NEW WAVES OF FLAVOUR PROFILE

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# 2022 APAC Taste Chart

## Beverages (Dairy & Hot)

| Mainstream                           |            | Key                                   |            | Up & Coming                                      |               | Emerging                                  |               |
|--------------------------------------|------------|---------------------------------------|------------|--------------------------------------------------|---------------|-------------------------------------------|---------------|
| TOP 10 FLAVOURS FOR THE PAST 5 YEARS |            | NEXT 15 FLAVOURS FOR THE PAST 5 YEARS |            | 20 FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS |               | TOP 20 FASTEST GROWING FLAVOURS LAST YEAR |               |
| Caramel                              | Milk       | Almond                                | Lemongrass | Aniseed                                          | Lemon Myrtle  | Black Sesame                              | Lychee        |
| Ginger                               | Chocolate  | Banana                                | Mint       | Bitter Gourd                                     | Macadamia Nut | Black Tea                                 | Malt          |
| Honey                                | Peach      | Blueberry                             | Orange     | Black Pepper                                     | Mugwort       | Brown Sugar                               | Mandarin      |
| Jasmine                              | Strawberry | Chamomile                             | Peppermint | Blackberry                                       | Pandan        | Chestnut                                  | Manuka Honey  |
| Lemon                                | Vanilla    | Chrysanthemum                         | Red Apple  | Butterscotch                                     | Plum          | Cloves                                    | Maple         |
| Mango                                |            | Coconut                               | Rose       | Cucumber                                         | Pomelo        | Fig                                       | Nutmeg        |
|                                      |            | Hazelnut                              | Turmeric   | Elderberry                                       | Red Bean      | French Vanilla                            | Red Grape     |
|                                      |            | Hibiscus                              |            | Espresso                                         | Rosemary      | Hawthorn                                  | Smoked        |
|                                      |            |                                       |            | Fennel                                           | Watermelon    | Honeysuckle                               | Verbena Lemon |
|                                      |            |                                       |            | Goji                                             | White Peach   | Lime                                      |               |
|                                      |            |                                       |            |                                                  |               | Longan                                    |               |

Dairy & Hot Beverages include Tea, Coffee, Nutritional Beverages, Shakes, Hot Cocoa, etc.

# 2022 APAC Taste Chart

## Beverages (Water & Cold)

| Mainstream                           |                         | Key                                   |             | Up & Coming                                      |               | Emerging                                  |                    |
|--------------------------------------|-------------------------|---------------------------------------|-------------|--------------------------------------------------|---------------|-------------------------------------------|--------------------|
| TOP 10 FLAVOURS FOR THE PAST 5 YEARS |                         | NEXT 15 FLAVOURS FOR THE PAST 5 YEARS |             | 20 FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS |               | TOP 20 FASTEST GROWING FLAVOURS LAST YEAR |                    |
| Cola                                 | Citrus                  | Banana                                | Plum        | Almond                                           | Oolong Tea    | Apple Cinnamon                            | Feijoa             |
| Mango                                | • <i>Lemon</i>          | Blueberry                             | Pomegranate | Beetroot                                         | Osmanthus     | Bayberry                                  | Ginseng            |
| Milk                                 | • <i>Lime</i>           | Carrot                                | Raspberry   | Black Cherry                                     | Pink Lemonade | Blue Raspberry                            | Maple              |
| Chocolate                            | • <i>Orange</i>         | Ginger                                | Vanilla     | Chamomile                                        | Sea Salt      | Brown Sugar                               | Red Velvet Cake    |
| Passion Fruit                        | • <i>Grapefruit</i>     | Green Apple                           | Watermelon  | Cinnamon                                         | Sour          | Caffe Latte                               | Strawberry & Cream |
| Peach                                | • <i>Pomelo</i>         | Green Grape                           |             | Dark Chocolate                                   | Sweet Potato  | Cardamom                                  | Tamarind           |
| Pineapple                            | • <i>Sicilian Lemon</i> | Guava                                 |             | Ginger Beer                                      | Taro          | Celery                                    | White Chocolate    |
| Red Apple                            |                         | Honey                                 |             | Green Tea                                        | Toffee        | Chrysanthemum                             |                    |
| Red Grape                            |                         | Lychee                                |             | Hazelnut                                         | Yoghurt       | Cookie Dough                              |                    |
| Strawberry                           |                         | Pear                                  |             | Kale                                             |               | Coriander                                 |                    |
|                                      |                         |                                       |             | Manuka Honey                                     |               | Corn                                      |                    |
|                                      |                         |                                       |             |                                                  |               | Dragonfruit                               |                    |
|                                      |                         |                                       |             |                                                  |               | Durian                                    |                    |

Water & Cold Beverages include Alcohol, Beverage Enhancers, Water, Soft Drinks, Juices, Smoothies, etc.



## KEY TRENDS

## 2022 KEY TRENDS TO WATCH



Alternative Approaches to Sugar Reduction



Health-Boosting Drinks



Emerging New Taste via Hybrid



Mood and Mind



A Return to Simplicity



Sustainability



## Alternative Approaches to Sugar Reduction

- Consumers are aware of the negative health impact due to the high sugar content of many soft drinks.

- Many beverage companies have been reformulating existing brands and introducing no or low-sugar alternative products in soda, juice, energy drinks, and RTD tea.



- An emergent opportunity in sugar reduction in products brings better blood sugar management in diabetic people and promotes them to prefer natural sweeteners, such as stevia beverages.

**28%** of global consumers seek to avoid sugar through beverages.

## Health-Boosting Drinks

- Consumers have placed more priority on their health since the outbreak of COVID-19. They seek ingredients that offer health-boost benefits beyond basic nutrition.
- Growing demand for convenience beverages and the changing lifestyle drive the growth of functional energy drinks and fortified/functional plant-based in the market.



**68%** of consumers are concerned about their immunity over the next twelve months.

- This has also spurred the demand for products that support the immune system.
- Botanical ingredients such as herbs and spices that offer natural functional benefits are also on the rise.



## Emerging New Taste via Hybrid

- Beverage development by blending the best qualities of different drinks is equally in demand in special taste experiences.

- A notable highlight has emerged from the bar scene is Espressotini, a cocktail mix of espresso and vodka that is served in a martini glass.



- Floral profiles like hibiscus, lavender and elderflower are becoming more mainstream and making way for the earthier, more herbal flavours of turmeric, anise and rosemary.



Over half of consumers say they are actively looking for new taste experiences, fueling the trend towards new beverage hybrids.

## Mood and Mind

- Due to the pandemic, many consumers have to deal with stress and anxiety. This grows the demand in the market.

- **38%** participate in stress-reducing activities at least monthly



- Consumers continue to turn to stress-relieving, calming and comforting products. They associate flavours such as Chamomile, lavender and lemon.

- More than a fifth of consumers are eating to boost their mood and mental wellbeing.

## A Return to Simplicity

- With health and wellness continuing to drive trends, beverage brands will opt for simplicity in beverage formulations across the board.

- Simplicity provides a source of comfort, and this explains why drinks with simple ingredient statements continue to be consumer favorites.



- Featuring clean labels, natural ingredients as well as going low, or no alcohol are some lifestyle choices consumers are rallying on to achieve holistic health goals.

**43%** of consumers try to avoid harmful ingredients and **61%** want to reduce 'bad' ingredients intake.

## Sustainability

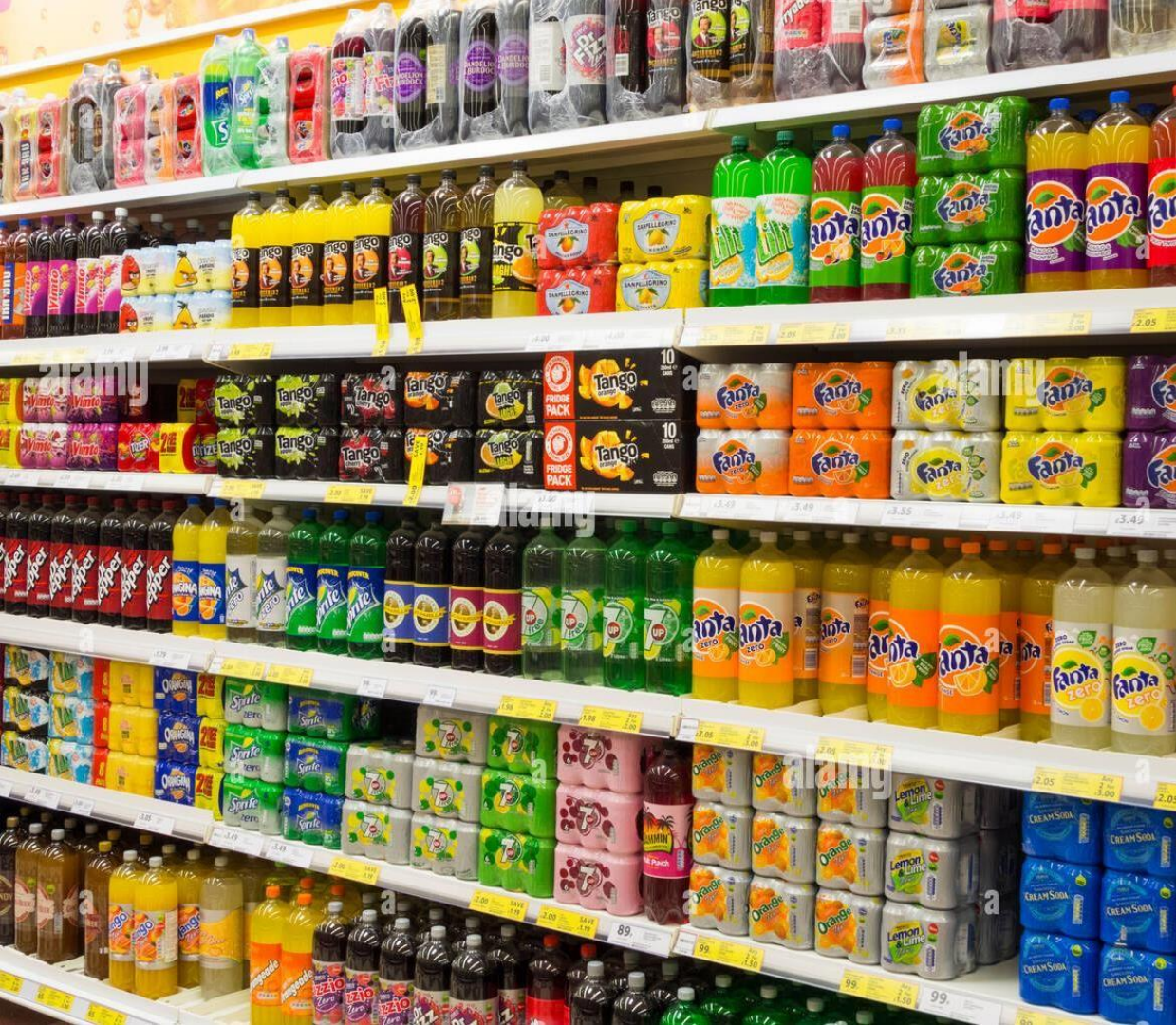
- Consumers are moving into a healthier and more sustainable lifestyle, driving demand for brands and products that are deemed to be green and clean.
- While beverage trends are often driven by what's inside a drink, the package itself is another critical element that is increasingly top of mind due to increasing concerns over sustainability.



- Beverage companies are responding to this by moving towards more eco-friendly options and slowly encouraging the use of bio-friendly packaging and recyclable plastic containers.

**55%** of consumers are more concerned about the environment following COVID-19 and another **35%** say they pay more attention to sustainability claims.

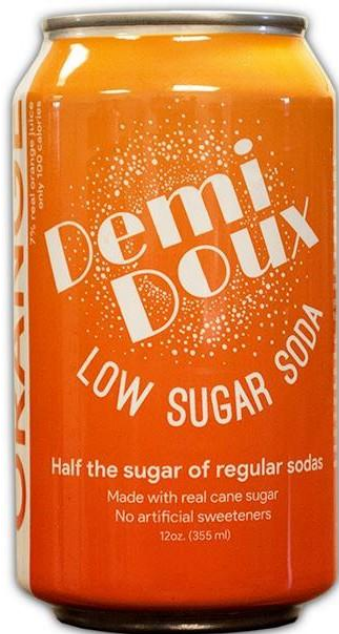




## MARKET EXAMPLES



## Alternative Approaches to Sugar Reduction



### Zevia Zero Calorie Soda

- Zevia Cola Soda is a zero-calorie carbonated drinks.
- It has no sugar, no artificial sweeteners and contains no artificial flavours.
- The drink is kosher, gluten-free and non-GMO.

#### Ingredients:

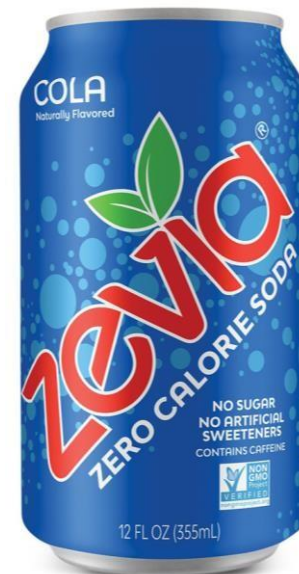
Carbonated Water, [Stevia Leaf Extract](#), Tartaric Acid, Natural Flavors, Caffeine and [Citric Acid](#).

### Demi Doux Low Sugar Orange Soda

- Demi Doux Orange Soda contains 7% real orange juice with less added sugar than regular orange sodas, delivering refreshment without leaving you bloated. Its lower calorie, bright and thirst-quenching orange flavour is perfect with meals and salty snacks.

#### Ingredients:

Carbonated Water, Cane Sugar, Clarified Orange Juice Concentrate, Natural Flavors, [Citric Acid](#), Sodium Benzoate, Potassium Sorbate, Yellow 5, Yellow 6, [Calcium Disodium EDTA](#).







## Alternative Approaches to Sugar Reduction

### Ocean Spray Low Sugar Cranberry Juice Drink

- With only 10 little calories, < 2 grams of sugar and nothing artificial, enjoy the crisp clean taste of cranberries throughout the day!
- Free from artificial flavours, colours and preservatives.

#### Ingredients:

Water, Reconstituted Cranberry Juice (7%), **Sweetener** (Erythritol, Steviol Glycosides), **Fructose**, Acidity Regulators (Fumaric Acid, Potassium Citrate, Malic Acid), Natural Flavour, Vegetable And Fruit Concentrate (Carrot, Cranberry), **Stabiliser** (Gum Arabic).

### OASIS Hydrafruit Fruit Fusion 60% Less Sugar

- The perfect refreshment for your healthy lifestyle. Hydrafruit contains 60% less sugar than the leading regular fruit juice blends and nothing artificial!
- 100% natural.
- No preservatives.

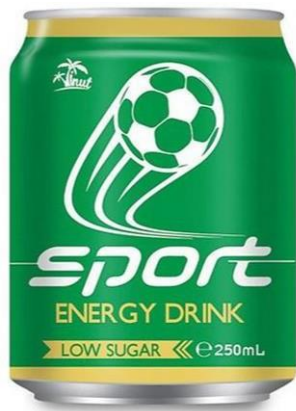
#### Ingredients:

Filtered Water, Organic Concentrated Fruit Juices (Apple, Raspberry and Cherry), Concentrated Purple Carrot Juice (Colour), **Citric Acid** (Acidulant), Natural Flavour, **Vitamin C**.





## Alternative Approaches to Sugar Reduction



### Vinut Low Sugar Sport Energy Drink

- No artificial flavours.
- No colours.
- No preservatives.

#### Primary Ingredients:

Caffeine, Carbonate, [Vitamin & Minerals](#), Protein.

### NOS Sugar Free Energy Drink

- High performance energy + enhanced mental focus. CMPLX6. Taurine. Caffeine. Inositol. Vitamin B6. Guarana. Vitamin B12. Caffeine from All Sources: 80 mg per 8 fl oz serving (160 mg per can).

#### Ingredients:

Carbonated Water, [Citric Acid](#), Sodium Hexametaphosphate (Preservative), Potassium Phosphate, Taurine, Natural Flavors, Caffeine, Gum Arabic, Sodium Benzoate (Preservative), Salt, Phosphoric Acid, Acesulfame Potassium, [Sucralose](#), Ester Gum, Yellow 5, Inositol, Calcium Disodium EDTA (Preservative), [Pyridoxine Hydrochloride](#) (Vit. B6), Yellow 6, Guarana Extract, [Cyanocobalamin](#) (Vit. B12).





## Alternative Approaches to Sugar Reduction

### Nu Less Sugar Green Tea

- The refreshing NU green tea less sugar adds to the goodness of green tea.
- Delicious and refreshing drink made from selected green tea leaves, giving you the joy of freshness all in this bottle!

#### Ingredients:

Water, Sugar, Green Tea Leaves, **Vitamin C Antioxidant** & Natural Identical Jasmine Tea Flavour.



### Birdy Robusta Low Sugar

- Strong coffee blended with milk with aroma of roasted coffee at the right level of bitterness. In the form of less sugar with a 50% reduction in sugar content from the regular Birdy Robusta.

**Ingredients:** Coffee Extract 5%, Milk, Sugar, Milk Powder, Non-dairy Cream, Acidity Regulator (E500iii), **Sweetener** (E950, E955) & Aroma.





## Alternative Approaches to Sugar Reduction



### Matso's Broome Brewery Lower Sugar Alcoholic Ginger Beer

- Matso's Lower Sugar Alcoholic Ginger Beer still brings that trademark extraordinary flavour of our original alcoholic ginger beer, but incredibly, in a slightly lighter, more refreshing way.
- Over 50% less sugar than leading ginger beers, no artificial sweeteners or preservatives, vegan-friendly and low in gluten.
- This latest extraordinary drink is a refreshing, zesty alcoholic ginger beer that still packs a ginger punch, but with a little less guilt.

### Ace Roots Low Sugar Alcohol

- Ace Roots has very low sugar content with just one cube of sugar.
- Besides this, Ace Roots is made with actual herbal Juice extract from age-long roots, leaves and herbs.
- Its alcoholic content is moderated at six percent.





## Health-Boosting Drinks



### Health-Ade Pop Lemon Lime - Functional Prebiotics

- This classic citrus combo came to party. Meet the all-natural take on the fountain flavour you love with prebiotics for a happy gut.
- Your native gut bacteria needs fuel too. Prebiotics are food for good gut bacteria as they help your native microbes do their job!

**Ingredients:** Organic Fermented Tea, **Inulin**, Cold-pressed Lemon Juice, Cold-pressed Lime Juice, Cold pressed Grapefruit Juice, Lemon Extract, Grapefruit Extract, Cranberry Extract, **Monk Fruit**.

### Bai Bubbles Sparkling Antioxidant Infused Drinks

- Bai Bubbles are sparkling water beverages that deliver delicious fruity refreshment without unwanted sugar and calories.
- Infused with antioxidants and made with no artificial sweeteners, Jamaica Blood Orange is gluten-free, kosher with low glycemic index, and overflowing with blood orange fruit flavour.
- H<sub>2</sub>O is one of the most powerful and essential elements on the planet. At Bai, we've reimagined and expanded water's superpowers beyond basic hydration.

**Ingredients:** Filtered Carbonated Water, **Erythritol**, **Citric Acid**, Clarified Orange Juice Concentrate, Natural Flavors, Coffeefruit Extract, **Stevia Leaf Extract**, White Tea Extract, **Ascorbic Acid** (Vitamin C), Caffeine, Malic Acid, Vegetable Juice Concentrate And **Beta Carotene** (For Color), Sodium Citrate.





## Health-Boosting Drinks

### Detox Water Mangaloe (Mango)

- Detoxwater is a prebiotic aloe vera water infused with electrolytes, vitamins, antioxidants, & all-natural flavours. Made with ACTiValoe, clinically proven to support digestive, immune and skin health.
- Detoxwater is also a healthy sports drink alternative to fuel your hydration needs after a workout.

**Ingredients:** Reverse Osmosis Water, Organic Agave Nectar, Organic **Lemon Juice** (from Concentrate), Organic and Natural Flavors, **Citric Acid**, Potassium Citrate, Organic Aloe Vera Gel Flakes, **Organic Stevia Extract**, **Ascorbic Acid** (Vitamin C), Sodium Citrate, **Niacinamide** (Vitamin B-3), **D-Calcium Pantothenate** (Vitamin B-5), **Pyridoxine Hydrochloride** (Vitamin B-6), **Methylcobalamin** (Vitamin B-12).



### Mtn Dew Energy Strawberry Melon Spark

- 180mg caffeine: caffeine equivalents to approximately 2 cups of coffee to conquer morning energy.
- 5% juice, 0g added sugar.
- Zinc to help support immune function and Vitamins A & C, plus Antioxidants.
- Citicoline and caffeine in combination have been shown to improve attention.

**Ingredients:** Carbonated Water, White Grape Juice Concentrate, **Citric Acid**, Sodium Polyphosphate, Natural Flavor, Citicoline, Caffeine, **Ascorbic Acid**, Aspartame Gum Arabic, Potassium Sorbate, **Acesulfame Potassium**, **Sucralose**, **Niacinamide** (Vitamin B3), RED 40, Glycerol Ester of Rosin, Calcium Disodium EDTA, **Calcium Pantothenate** (Vitamin B5), Sucrose, Acetate Isobutyrate, **Zinc Sulfate**, **Pyridoxine Hydrochloride** (Vitamin B6), **Beta Carotene** (Vitamin A).







## Health-Boosting Drinks



### Celsius Sparkling Wild Berry

- Celsius is the first negative calorie, healthy energy, fat-burning drink. Helps burn body fat, burns additional calories, boosts metabolism and increases endurance.

**Ingredients:** Carbonated Filtered Water, Natural Flavor, [Citric Acid](#), Elderberry Extract For Color, [Sucralose](#).



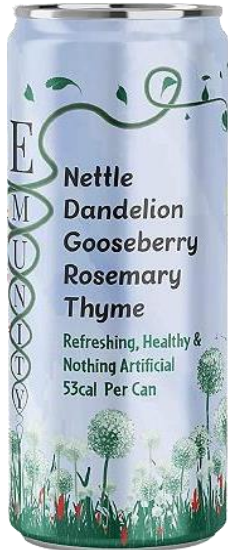
### Vitamin Energy Immune Energy Drink

- Crafted with your health in mind: Each shot contains a super blend of Vitamin B3, B6, B12, Vitamin C, Vitamin D, L-carnitine and green tea extract to provide natural energy enhancement, immune system support, improved metabolism and overall health.
- Maximize your performance: Whether you're looking to fuel your workout or workday, Vitamin Energy vitamin supplements help boost energy, mental clarity, productivity and organ function to set you up for success.

**Ingredients:** Proprietary Blend Of Caffeine, L-carnitine Tartrate, Green Tea Extract, Citicoline, Filtered Water, [Citric Acid](#), Natural Flavors, [Sucralose](#), Sodium Benzoate, [Potassium Sorbate](#), [Acesulfame Potassium](#), [Beta Carotene](#) For Color, [Calcium Disodium EDTA](#), [Vitamin C](#), [Vitamin B3](#), [Vitamin B6 & Vitamin B12](#).



## Health-Boosting Drinks



### Bio-Up Cardio Vitality Omega 3 Fresh Melon Tea

- Bio-up's fruit-flavored teas clearly set as products for cholesterol aid and cardio vitality.
- The omega-rich fresh melon tea is beneficial for promoting healthy heart functions and the mango peach tea helps to support healthy cholesterol levels in the body.
- The functional tea that really works!

**Ingredients for Fresh Melon Tea:** Water, Organic Sugar, Natural Flavors, [Soy Lecithin](#), Organic Black Tea Extract, Potassium Phosphate, Organic Rebaudioside A ([Organic Stevia Extract](#)), COQ10, Organic Green Tea Extract, Tannic Acid, [Mixed Tocopherols & Vitamin D](#).

### Emunity Gooseberry and Herb Botanical Health Drink

- Emunity's Two Chemists have made sure that their infusion of ingredients are packed full of antioxidants and nutritional benefits to help build up your 'immunity' without hassle.
- Nourishing Botanicals-Infused with Nettle recipe with flavours of Dandelion, Gooseberry & Thyme known to contain various health benefits good for your body.

**Ingredients:** Austrian Spring Water, Apple juice from concentrate (13.5%), [Fructose](#), Nettle extract (0.5%), [Inulin](#), Acid: Citric, Natural flavourings, Rosemary Extract (0.05%), Thyme extract (0.04%).

**Varieties:** Mango Peach Tea & Fresh Melon Tea





## Emerging New Taste via Hybrid



### Coca-Cola® with Coffee Dark Blend

- Coca-Cola with Coffee is a **true hybrid** innovation that provides the perfect solution for that mid-afternoon pick-me-up we all want, especially in today's work-from-home environment.
- Great Coca-Cola® taste infused with Brazilian coffee in Coca-Cola® with Coffee Dark Blend.

**Ingredients for Dark Blend:** Carbonated Water, **High Fructose Corn Syrup**, Caramel Color, **Coffee Powder**, Natural Flavors, Phosphoric Acid, Sodium Benzoate (To Protect Taste), Caffeine, Potassium Sorbate, **Sucralose**, Acesulfame Potassium.



## Emerging New Taste via Hybrid

### Fusion Vodka and Tequila Blends Vodka, Tequila and Flavors

- Fusion Vodka and Tequila offers unique **hybrid alcohol** beverages to consumers by combining its six-time distilled Smooch Vodka with 100% agave Arriba Tequila.
- On top of this, the brand offers seven flavored varieties like Bubblegum, Maple, Blackcurrant, as well as an Original option for those who are looking for the purest experience.
- The hybrid vodka-tequila beverages offer consumers an unconventional new way to discover two familiar types of alcohol in an entirely new way, which appeals to many adventurous young consumers who crave new kinds of drinking experiences.





## Emerging New Taste via Hybrid



### Mixtales Drinkmix Espresso

- Espresso is a good and simple cocktail that is shaken in a shaker with ice. Put coffee beans on top or grate some dark chocolate over as a garnish and for aroma. Each bottle is enough for about 16 cocktails.

**Ingredients:** Sugar (Demerara Cane Sugar), Water, Coffee Extract, Dye (Sugar Color) and Acid (Citric Acid).

### Baileys Espresso

- A classy cocktail with a rich smooth flavour, frothy finish and coffee kick. An espresso is simply concentrated coffee.
- As it's often thicker than coffee, it's the perfect consistency for cocktails like this one.

**Ingredients:** 75ml Baileys Original Irish Cream, 1 Espresso Shot, 25ml Smirnoff Vodka, Chocolate Syrup And Sauce & 3 Coffee Beans.



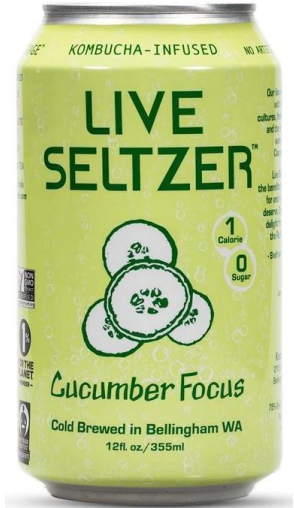


## Emerging New Taste via Hybrid

### Live Seltzer Cucumber Focus

- Kombucha Town releases **hybrid** kombucha and seltzer beverage that comes in Ginger, Grapefruit and Cucumber flavours.
- Cucumbers cool and hydrate, making this flavour the perfect match to keep you sharp and refreshed on high-octane adventures.
- The refreshing seltzer beverage comes with zero sugar, 1 to 2 calories per serving, and the benefits of kombucha.

**Ingredients for Cucumber:** Water, Organic Green Jasmine Tea, Evaporated Cane Sugar, Whole Cucumber, Live Kombucha Cultures, Co2.



### Mamma Chia's, Chia & Greens Beverages

- Mamma Chia recently expanded its line of chia seed beverages to include Chia & Greens, a collection of drinks that combine the ancient superfood with leafy green vegetables and herbs like kale, mint, wheatgrass spinach, broccoli and spirulina.
- The release of these **hybrid superfood** beverages are perfectly in line with a movement where many people are opting to drink their greens instead of chewing them in the form of a salad or others.
- By combining potent superfoods into one easy-to-drink form, the Chia & Greens beverages are even more appealing to busy consumers.





## Emerging New Taste via Hybrid

### Good Stuff Beverage Co. Honey Lemonade Hybrid

- Terpene infused to create a true Hybrid experience.
- Real fruit, Real Lemon Juice, Real Ingredients.
- Bold, sweet, tropical blossom honey and raw whole cane sugar.
- Infused with a cannabis microemulsion for faster absorption.
- Natural, gluten-free, and non-GMO ingredients.
- No sodium benzoate and corn syrup.



### Good Stuff Beverage Co. Honey Lemonade Hybrid

- Drunken Meadow Tea has come up with a clever new variation on the ever-popular matcha tea or as a **hybrid tea**. The process involves combining oolong tea leaves with the traditional technique for making matcha to create 'Oocha.
- Drunken Meadow Tea uses Oocha as a base for a bottled cold-brewed tea beverage and sells the powder loose for tea lovers who are eager to make the unique tea variety for themselves.





## Mood and Mind

### Karma Wellness Flavored Vitamin Water, Passionfruit Green Tea

- Our healthy drinks contain vitamins A, E, B3, B6, B12 and Niacin. They contain various nutrients and antioxidants and can support the health of your digestive and immune systems.
- Mood Elevation with Ashwagandha and L-Theanine.

**Ingredients:** Spring Water, **Ascorbic Acid (Vitamin C)**, **Citric Acid**, **Cane Sugar**, Gum Arabic, Fruit Juice (Color), **Stevia Rebaudiana** Leaf Extract, White Tea Extract (90% Polyphenols), Natural Flavor, **D-Alpha-Tocopheryl Acetate** (Vitamin E), Green Tea Extract (90% Polyphenols), **D-Calcium Pantothenate (Vitamin B5)**, **Niacin (Vitamin B3)**, **Zinc Picolinate**, **Vitamin A Palmitate**, **Pyridoxine Hydrochloride (Vitamin B6)**, **Ergocalciferol (Vitamin D2)**, **Cyanocobalamin (Vitamin B12)**.

### Zenify Original All-Natural Sparkling Calming Stress Relief Beverage

- Zenify Original all-natural sparkling beverage is designed to help you reduce stress, stay focused, creative, and productive. Drink Zenify Original throughout the day without any side effects.
- Zenify products increase focus and enhance vitality while reducing stress. With a unique blend of l-theanine, GABA and glycine, zenify should be help people achieve their optimal state of being-relaxed yet focused and alert.

**Ingredients:** L-theanine, GABA, Glycine, Sparkling Water, Non-gmo Fructose From Cane Sugar, **Citric Acid**, Natural Flavors, Magnesium Lactate, **Ascorbic Acid (Vitamin C)**, **Stevia Extract**, **Niacinamide**, **Calcium Panthothenate (B5)**, **Pyridoxine HCL (B6)**, **Beta Carotene**, **Methylcobalamin (B12)**.





## Mood and Mind

### neuroSLEEP Sleep Mellow Mango

- L-Theanine is a plant-based amino acid that doesn't cause one to sleep but can help relax the brain and body.
- 5-HTP - 5-HTP a form of bioavailable tryptophan (amino acid) that gently influences sleepiness.
- neuroSLEEP uses magnesium, an important electrolyte, to ensure that your body has adequate water balance while you rest.

**Ingredients:** Proprietary Blend (85mg Superfurits (Goji, Pomegranate, Blueberry, L-Theanine, Melatonin, 5-hydroxytryptophan (5-HTP), Reverse Osmosis Filtered Water, **Erythritol**, Natural Flavors, **Magnesium Citrate**, **Citric Acid**, **Malic Acid**, Potassium Sorbate & Sodium Benzoate, Stevia Leaf Extract, **Beta Carotene**.



### Droplet Pretty Happy

- What makes you feel good? Pour out a shot of Passion Fruit, used traditionally in many cultures to keep the blues away, and then add cacao for mood-lifting, heart-opening flavonoids, and vanilla, for its comforting vibe.
- Top it off with rhodiola, a star adaptogen, to help your body focus and maintain energy levels without the jitters of caffeine.

**Ingredients:** Passion Fruit, Organic Rhodiola Extract, Cacao Absolute, Vanilla Bean & Organic Coconut Nectar.





## Mood and Mind

### Kin Spritz by Kin Euphorics, Non-Alcoholic Spirits

- A uniquely non-alcoholic spirit for anytime. Sparkling hibiscus and refreshing citrus with a ginger kick — a bitter, tart, and herbaceous spritz of refreshment. For best effects, sip socially.
- Experience a clear, awakened mind, and a bubbly sense of connectivity. Balance the body's response to stress.
- Enhance the mind and sharpen attention. Count on a blissful rise with no regrets the next day — just grab and flow.

**Ingredients:** Kin Proprietary Blend (Gamma-aminobutyric Acid (GABA), L-theanine, Citicoline, Caffeine, 5-hydroxytryptophan, L-tyrosine, Phenylethylamine, Rhodiola Rosea Root Extract, Carbonated Water, White Grape Juice Concentrate, **Xylitol**, Gentian Root Extract, Orange Peel Extract, Licorice Root Extract, Hibiscus Extract, **Citric Acid**, Bitter Orange Extract, Potassium Sorbate, Acacia Gum, Xanthan Gum, Ginger Extract & Sea Salt.





## Mood and Mind

### Recess Mood Strawberry Rose

- Recess Mood has magnesium and adaptogens to keep you calm, cool and collected in a chaotic world.
- The flavor: subtle yet sweet, like a compliment in disguise.
- The taste: brewed with real dried strawberries, rose petals and rose hips for a subtly sweet flavor that feels like a long overdue hug.

**Ingredients:** Filtered Water, Strawberry Rose Tea Infusion (Filtered Water, Dried Strawberries, Dried Rose Petals\*, Dried Rose Hips\*), Pear Juice Concentrate, Natural Flavors, Recess Magnesium Blend (Magnesium L-threonate, Magnesium Ascorbate, Vitamin B6 As Pyridoxal 5 Phosphate), Strawberry Juice Concentrate, Vanilla Extract, Ginseng Powder, L-theanine Powder, Lemon Balm Powder, **Monk Fruit Extract**.





## Mood and Mind



### LIMITLESS Relax Sparkling Water with L-Theanine, Lavender Chill

- With the floral scent of lavender and hints of mint, citrus and rosemary flavours, you can let your mind wander and escape to a meadow bursting with fresh flowers and wild grass.
- Refreshment, hydration and relaxation go hand in hand when you open a can of Limitless Lavender Chill Sparkling Water with L-Theanine.

**Ingredients:** Sparkling Water, L-theanine, Natural Flavours.

### Twinings Pure Camomile Tea

- Known for their innate calming quality, Camomile flowers make this delicate infusion the perfect bedtime blend. Golden and sweet, the blend is subtle and flowery with a light and gentle taste.

**Ingredients:** Camomile Herbal Infusion.







## A Return to Simplicity



### Clean Cause Yerba Mate Lemon Lime

- Move over coffee, energy drinks and other jittery concoctions, our Lemon Lime Sparkling Organic Yerba Mate is Usda organic certified with only 60 calories per can and the boost from 160mg of organic caffeine, offering a delicious and refreshing pick me up.

**Ingredients:** Purified Sparkling Water, Organic Cane Sugar, Organic Erythritol, Organic Yerba Mate Extract, Organic Lemon Juice Concentrate, Citric Acid, Organic Lemon Extract, Organic Lime Extract, Organic Lemon Emulsion, Organic Stevia Extract.

### Remedy Kombucha Ginger Lemon

- Remedy Kombucha is made the old school way, in small batches, long-age brewed using the best all natural organic ingredients. The result is the tastiest, healthiest kombucha that has no sugar, and is full of real goodness; live cultures, organic acids and tea polyphenols.

**Ingredients:** Organic Raw Kombucha (Carbonated Water, Sugar\*, Black Tea Leaves\*, Green Tea Leaves\*, Kombucha Culture\* (Yeast, Bacteria Cultures)), Ginger Juice\*, Erythritol\*, Lemon Juice\*, Natural Ginger Flavor, [Stevia Extract](#) (Steviol Glycosides\*). CONTAINS 2% JUICE ,No Sugar Remains After Remedy's Long-aged Fermentation \*Certified Organic Ingredients.





## A Return to Simplicity



### Fun Light Wild Strawberry Watermelon

- The one without sugar, without calories. Natural aromas and natural colours.

**Ingredients:** Water, **Acidity Regulators** (Malic Acid), **Sweeteners** (Aspartame and Acesulfame K), Preservatives (Potassium Sorbate), Natural Aroma, Concentrate from Carrot and Grape. Contains a source of Phenylalanine.



### PRIPPS Beer Non-alcoholic Lemonade

- A non-alcoholic light lager beer with lemonade from sun-ripened lemons results in a thirst-quenching and refreshing drink that is best served ice cold. Drink either directly from the jar or from a glass with a lot of ice and a slice of lemon in it. Vegan-friendly drink.

**Ingredients:** Water, Grain Malt, Wheat Malt, Sugar, Juice (Orange, Lemon) From Concentrate, Carbonation, Hops, **Antioxidants (Ascorbic Acid)**, Natural Aroma, Natural Lime Aroma With Other Natural Aromas, Stabilizers (Fruit Kernel Flour).



## A Return to Simplicity



### Brämhults Kraft Smoothie

- Our yellow kraft smoothie gets its invigorating and sour taste from tropical fruits. Thanks to bananas and carrots, it gets a creamy and filling texture. Perfect as a snack or boost before workout! In addition, it contains extra fiber from pumpkin and citrus fruits, as well as vitamin D from nature, which is good for both muscle and bone structure.

**Ingredients:** Pineapple Juice (29%), Mashed Mango (25%), Orange Juice (18%), Mashed Bananas (10%), Mashed Pumpkin (8%), Freshly Squeezed Carrots (5%), Mashed Acerola Berries (5%), Citrus Fiber And **Vitamin D**.



### Charlie's Natural Soda Lemon, Lime & Mint

- No added sugars, no flavouring, no sweeteners, no colourants, no preservatives, no concentrates.

**Ingredients:** Carbonated Water, Fruit Juice Based On Concentrated Juice 10% (Apple 6.5%, Lemon 2.5%, Lime 1%), **Fructose Syrup**, Sugar, Natural Mint-lemon Flavour.



## A Return to Simplicity

### Curious No.1 Booze-Free Cocktail

- Turns out you don't need booze to enjoy a cocktail. All you need is the right combination of ingredients and a few ice cubes.
- This **alcohol-free** adult beverage is lightly carbonated and blended with a mix of superfoods and adaptogens, carefully designed to supply antioxidants, increase circulation, and fight fatigue.
- Consider it the exact opposite of a hangover.

**Ingredients:** Carbonated Filtered Water, Organic Pomegranate Juice Concentrate, Organic Orange Juice Concentrate, Organic Lemon Peel Extract Organic Bitter Orange Extract, Organic Gentian Root Extract, Golden Root Extract (400mg Per Bottle), Herb + Spice Mix.

### Seedlip Non-Alcoholic Spirit, Grove 42

- Seedlip is redefining the art of what to drink when you're not drinking with its premium nonalcoholic cocktail spirits. This dry blend of distilled botanicals and extracts has orange and mandarin peel top notes with juicy blood orange undertones and the clean, fresh zing of ginger and lemongrass.

**Ingredients:** Water, Natural Botanical Distillates And Extracts (Bitter Orange, Mandarin Orange, Blood Orange, Ginger, Lemongrass, Lemon), Potassium Sorbate, **Citric Acid**.



# Sustainability

## Boxed Water Variety Pack

- Try all the flavours of our new line of fruit flavoured water. They'll refresh your day as you help renew our planet with the classic 92% plant-based box.
  - 100% recyclable, refillable, and BPA free.
  - 92% plant-based package and 64% less carbon emissions compared to plastic bottles.

**Ingredients:** Pure Water and Natural Fruit Flavour.





## Sustainability

### Vuka Think Pomegranate Lychee Energy Drink

- Bottles are reclosable and lightweight, making them perfect for people on-the-go.
  - Infinitely recyclable, important to our sustainability-minded customers.

**Ingredients:** Carbonated Water, Cane Sugar, **Citric Acid**, **Pectin**, Natural Caffeine, Purple Carrot Juice Concentrate (color), Grape Juice Concentrate (color), Purple Sweet Potato Juice Extract (color), Natural Flavor (contains Lychee), L-theanine, Grape Seed Extract, Panax Ginseng Root Extractives, **D-calcium Pantothenate (vitamin B5)**, **Niacinamide (vitamin B3)**, **Pyridoxine Hydrochloride (vitamin B6)**, **Cyanocobalamin (vitamin B12)**.







## Sustainability

### Charlie's Organic Sparkling Water Grapefruit

- Better for the planet.
- Fruits from organic farming.
- Permanent materials: CANS, not plastic.
- CO2 neutral through partnering with Trees for All..

**Ingredients for Grapefruit:** 93% Carbonated Water, Organic Grapefruit Juice 6.6%, Organic Orange Juice 0.3%, Organic Lemon Juice 0.1%, Natural Grapefruit Flavouring.





## Sustainability

### Charlie's Organic Sparkling Water Grapefruit

- Green Fiber Bottle: one with a thin layer of a recyclable polyethylene terephthalate (PET) plastic in the interior, and the other using instead a polyethylene furanoate (PEF) polymer film that is 100-percent biobased, meaning it's made from natural, biodegradable sources.
- We hope to create a bottle made from 100-percent organic materials without polymers which is a part of our overarching plan to achieve zero carbon emissions at its breweries by 2030.

**Ingredients:** Water, Malted Barley, Barley, Hops, Hop Oil.





## Sustainability

### Corona Beers Extra

- New biodegradable and sustainable six-pack rings based on a very environmentally- friendly design.
- In principle, it will decompose in a matter of months instead of years, as in the case of plastic.
- Without a doubt, it has the potential to become a leading packaging solution.

**Ingredients:** Water, Barley Malt, Non-malted Cereals, Hops.





## Sustainability

### San Miguel Magna Beer

- Substitution of plastic “beer rings” with new ones made of cardboard.
- At the beginning of the year, we opted to completely eliminate the rings and plastic wrappers, replacing them with biodegradable cardboard.
- This strategy made it possible to save no less than 90 tonnes of plastic per year.

**Ingredients:** Water, Barley Malt, Corn, Hops.





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