

# TONIC WATER



## FIVE REASONS WHY

1



NUMBER OF PRODUCT LAUNCHES

**+118%** GLOBAL SINCE 2010

TONIC WATER SHOWS GREAT PERFORMANCE.

SOURCE: GMI TEL GNPD

2

... CREATING MORE "GROWN UP" SOFT DRINKS ...



3

BITTER IS



EXTRA ORDINARY.

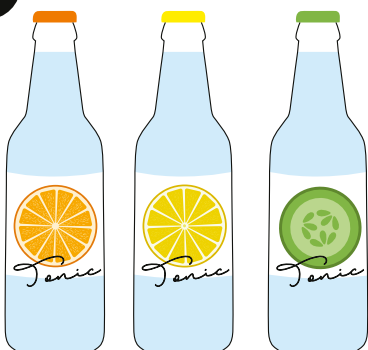


POPULAR.



THE HIPSTER AMONG TASTES.

4



FLAVOURED TONICS ARE IN VOGUE.

5

GIN & TONIC IS AN EXAMPLE OF A SUCCESSFUL MARRIAGE.

THE COMPLETE GUIDE GIN & TONIC FOR THE PERFECT MIX  
FREDERI BOIS DU,  
ISABEL BOONS



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YOUR PARTNER IN TASTE.

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