

FIVE
REASONS
WHY



1 TAP INTO A PROVEN,
DECADES-STRONG

SUCCESS STORY



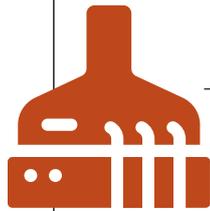
THAT IS SHOWING
NO SIGNS OF
SLOWING DOWN.

BEER MIX DRINKS
+4% GLOBAL
TILL 2029

BASED ON 2024, GLOBAL DATA

2 **TREND
MEETS
TRADITION**

BENEFIT FROM A
CENTURIES-OLD AND
REVIVING METHOD
OF BEVERAGE
CRAFTING
ROOTED IN
REGIONAL
TRADITIONS AND
CULTURES.



3 **SOBER
CURIOUS**

GAIN THE
ATTENTION OF
THOSE RIDING
THE MINDFUL
DRINKING
WAVE



CLASSIC ALCOHOL CONTENT
IN A 50:50-MIX: 2,5 VOL%

4 **TANTALIZING
TASTES**

CAPTURE THE
TASTE BUDS WITH
FLAVOURS
THAT DANCE
WITH FRUITINESS,
LEAVING BEHIND
THE BITTERNESS.



A DELICIOUS CHOICE FOR
THOSE SEEKING AN ALTERNATIVE
TO CONVENTIONAL CSDs.

5 UNLOCK THE POWER
OF A CONCEPT THAT
WEARS

MULTIPLE HATS



- DIFFERENT FLAVOURS – CITRUS, BERRY, EXOTIC, ...
- DIFFERENT TYPES OF BEER, ALSO NON ALCOHOLIC
- DIFFERENT SWEETENINGS
- DIFFERENT RATIO BEER : LIMO

esarom
YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM

Ingredient claims are intended exclusively for B2B use and do not imply regulatory approval. Local regulations must be consulted to confirm the admissibility of ingredients and claims within relevant product categories.