

FIVE
REASONS
WHY



1 TAP INTO A PROVEN,
DECADES-STRONG

SUCCESS STORY



THAT IS SHOWING
NO SIGNS OF
SLOWING DOWN.

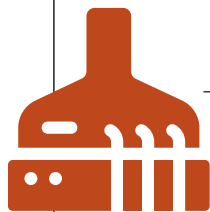
BEER MIX DRINKS
+4% GLOBAL
TILL 2029

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.

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