

FIVE
REASONS
WHY

FIBRE SODA

1

SELF CARE IN EVERY SIP

People want to stay fit for longer. And they want to take care for themselves.

With **Fibre Sodas**, they get a delicious drink that supports their health effortlessly.



2

A GLOBAL TREND GOOD GUT

A healthy microbiome supports digestion, immunity, and overall vitality.

Fibre Sodas can help people take proactive care of their microbiome.

3

EASY & CONVENIENT

Fibre Sodas offer a simple, enjoyable way to incorporate more fibres into people's daily routine – just sip and enjoy!



4

FUNCTIONAL & FUN

Innovation meets consumer demand: the share of functional CSDs in global product launches has doubled in just 5 years.

x2

SOURCE: MINTEL GNPD

5

REFRESHING DELICIOUS WITH BENEFITS

Fibre Sodas combine bubbly refreshment with gut-friendly benefits, making them the perfect alternative for soda lovers.



esarom
YOUR
PARTNER
IN TASTE.

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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.