

FIVE
REASONS
WHY



LOW JUICE

1

COST EFFICIENT

With rising raw material prices low juice drinks – up to 20% juice – offer a cost-effective solution.



2

FUTURE ORIENTED

Still Drinks about

+8%

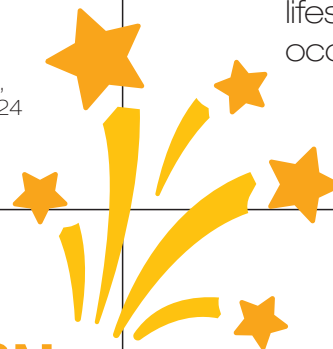
global till 2029

SOURCE: GLOBAL DATA,
BASED ON 2024

3

BIG MARKET BROAD APPEAL

From lunchboxes to office desks, low juice drinks fit into multiple lifestyles and occasions.



4

ALL-DAY HYDRATION



Low juice drinks are lighter, more drinkable, and great for hydration all day long.

5

INNOVATION PLAYGROUND

The concept opens the door to creative flavour creations – botanicals, herbs, exotic fruits, and functional ingredients like vitamins.

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