



# PREMIUM ORGANIC BIRCH WATER DRINKS

certified organic

electrolyte-rich

growth category

The European alternative to coconut water



## BUSINESS BENEFITS

- **High-margin premium product** - positioned for wellness retail and HORECA.
- **Authentic and sustainable origin.** Centuries-old tradition that sets this product apart from other beverages.
- **Proven consumer appeal.** Low sugar, electrolyte-rich, functional health support.



- **Multiple flavors.**





## WHAT MAKES IT UNIQUE

- **Category growth driver**

Functional water is one of Europe's fastest-growing beverage segments

- **Pure sourcing**

Collected using centuries-old traditions, in wild forests far from industry and agriculture

- **Clean and sustainable**

Authentic origin story that differentiates this unique drink from other organic beverages



- **On-trend**

Plant-based, low-calorie, clean-label hydration

## HOW CONSUMERS ENJOY IT



hydrating wellness drink

craft cocktail ingredient



smoothie base

detox cleanse

## TASTE IT TODAY - STOCK IT TOMORROW

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