



Exotic energy drink with postbiotics

- not all energy drinks need to be carbonated



Energy BOOST and GUT health

Simple but premium product

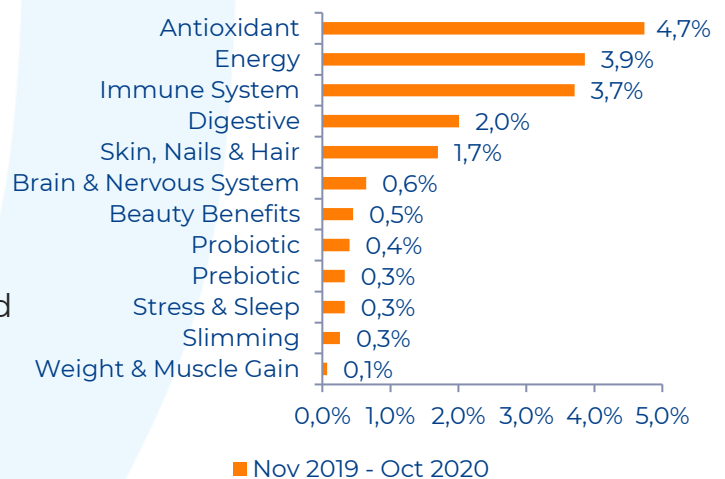
There is an increasingly competitive landscape Functional drinks are driven by busy consumers seeking shortcuts to enhanced health, primarily by younger adults and parents.

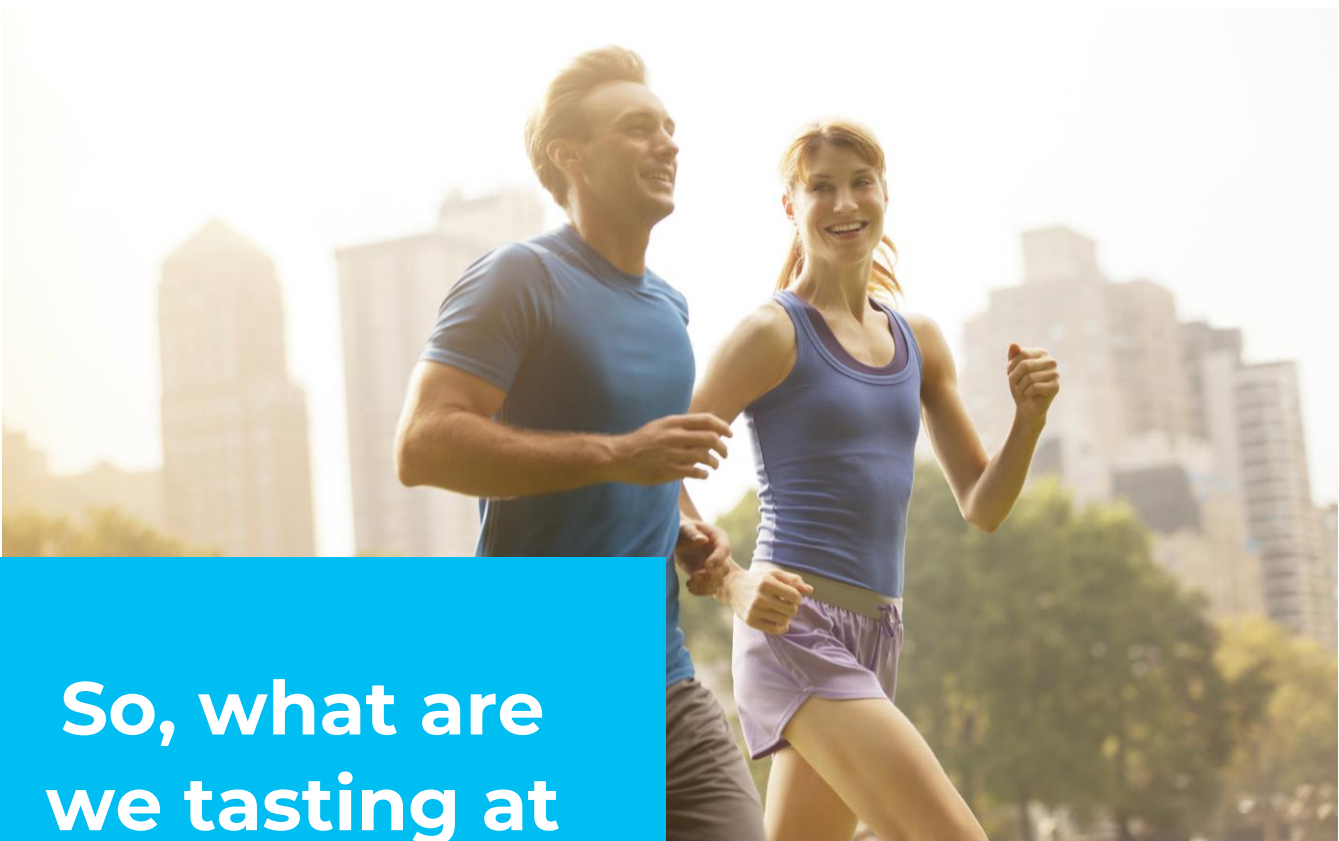
As consumers are learning more about functional ingredients and products for health, they're becoming more aware of irresponsible marketing and thus skeptical of some claims. Brands are leveraging on transparency and scientifically substantiated functional ingredients.

Here the concept is simple: Juice, taurine, postbiotics and sugars.

Claims: Support your metabolism
Support your immune system

% of JN & FFSD launches featuring the following functional claims, Nov 2017-Nov 2019





So, what are we tasting at Gulfood 2023?

“Exotic energy drink”

Nutrition Facts	100 ml
Calories	63
Total Fat	0.0g
Saturated Fat	0.0g
Trans Fat	0.0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	15.0g
Dietary Fibers	0.0g
Total Sugars	15.0g
Includes added sugar	13.4g
Protein	0.0g

Ingredients list

Water, sugar, apple juice concentrate, acidifier citric acid (E330), taurine, mango juice, postbiotic saccharomyces boulardii, zinc

Processing parameters

Add all powders and liquids at 10°C

Adjust pH to 3.90

Hydrate 10 min w. slow agitation, 10°C

Preheating 65°C

Pasteurisation at 95°C/6 sec

Flash cooling 65°C

Two stage homogenization 150/30 bars

Cooling and septic filling 20°C



