



ACQUAROMA®

YOUR WATER .... ITALIAN FLAVOUR





# WHY WAS ACQUAROMA® BORN?



To help drink more **water** in a healthy way.



To reduce the **impact** of plastic on the **environment**.



# DRINK MORE WATER IN A HEALTHY WAY

Instant liquid natural aroma

Innovative formula

- Zero waiting time.
- Zero sugars.
- Zero calories.
- Zero added dyes.
- Zero gluten.

\*Daily consumption recommended by WHO:

- 2 litres / day for women.
- 2,5 litres / day for men.



# REDUCE THE IMPACT OF PLASTIC ON THE ENVIRONMENT.

With each squeeze-bottle of Acquaroma used, you will save 24 / 36 plastic water bottles.

This will bring a drastic reduction of the production and use of plastic.

By drinking Acquaroma, you will not only drink healthy but also help our environment.



# HOW DOES ACQUAROMA® WORK?



Pour water in the glass, flask or bottle, according to your needs and likes.



Squeeze Acquaroma to give taste to your water with precious aromas extracted from fruits and plants.



Your water will be instantly ready to enjoy without any waiting times.



# WHY CHOOSE ACQUAROMA®



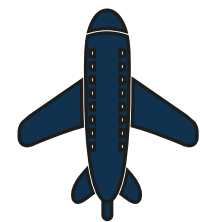
YOU CAN CUSTOMIZE YOUR TASTE.

Delicate or strong flavor ? YOU choose it !



IT'S INSTANT.

Capsules, dissolving powders, aromas, homemade preparations require time and will never be instant like Acquaroma.



IT'S ON THE GO

It comes in a practical and easy squeeze-bottle which you can carry everywhere.



IT'S WITHOUT SUGARS, CALORIES, DYES OR GLUTEN.

Flavour without compromise: Acquaroma can be combined with any diet.

# HYDRATION LINE

**0** SUGARS  
CALORIES  
ADDED DYES  
ONLY NATURAL FLAVOUR  
**Sorrento**



**ACQUAROMA**<sup>®</sup>  
Your water.. Italian flavour.



INSTANT LIQUID NATURAL FLAVOUR  
24 x 

\*draft

**DRINK MORE WATER!**



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**ON THE GO**  
  

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1 squeeze  
2 ml

in 500  
ml of water

INSTANT LIQUID NATURAL FLAVOUR  
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**Istant liquid natural flavour**

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**Sicilia**



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**Firenze**



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**ON THE GO**  
  

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# COMING SOON



# THE AMERICAN MARKET

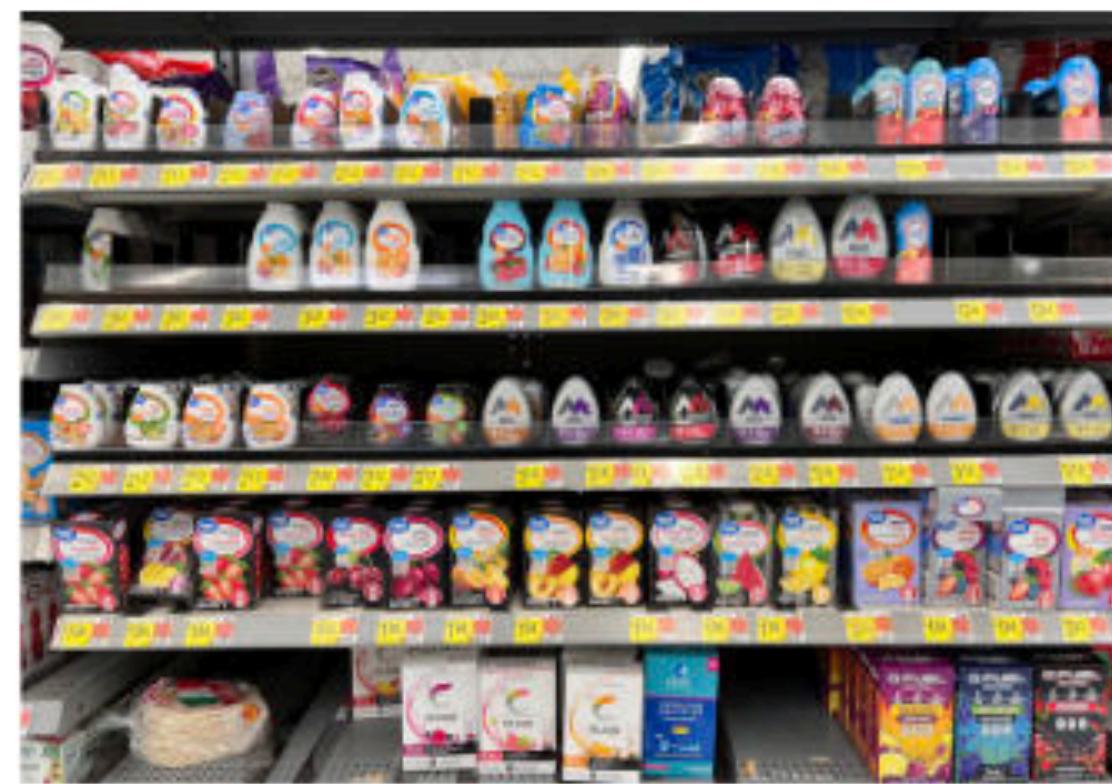
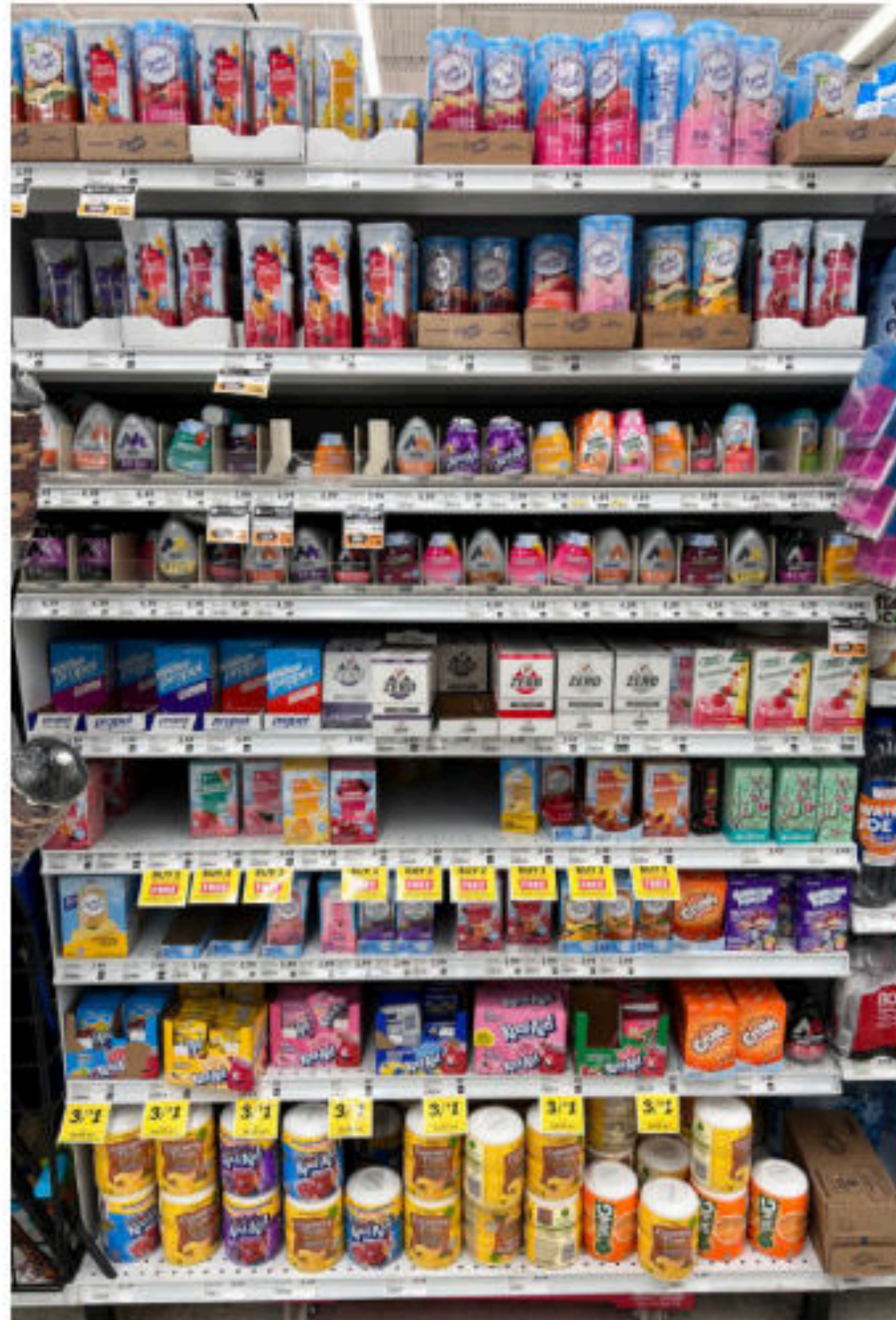
The water enhancer segment ( water flavorings ) is manned by competitors like Coca-Cola, Pepsi, Nestle, Kraft and Twinings.

The online channel registers the fastest growth.

Retail remains the main selling channel.



# AMERICAN SUPERMARKETS



# AMERICAN SUPERMARKETS

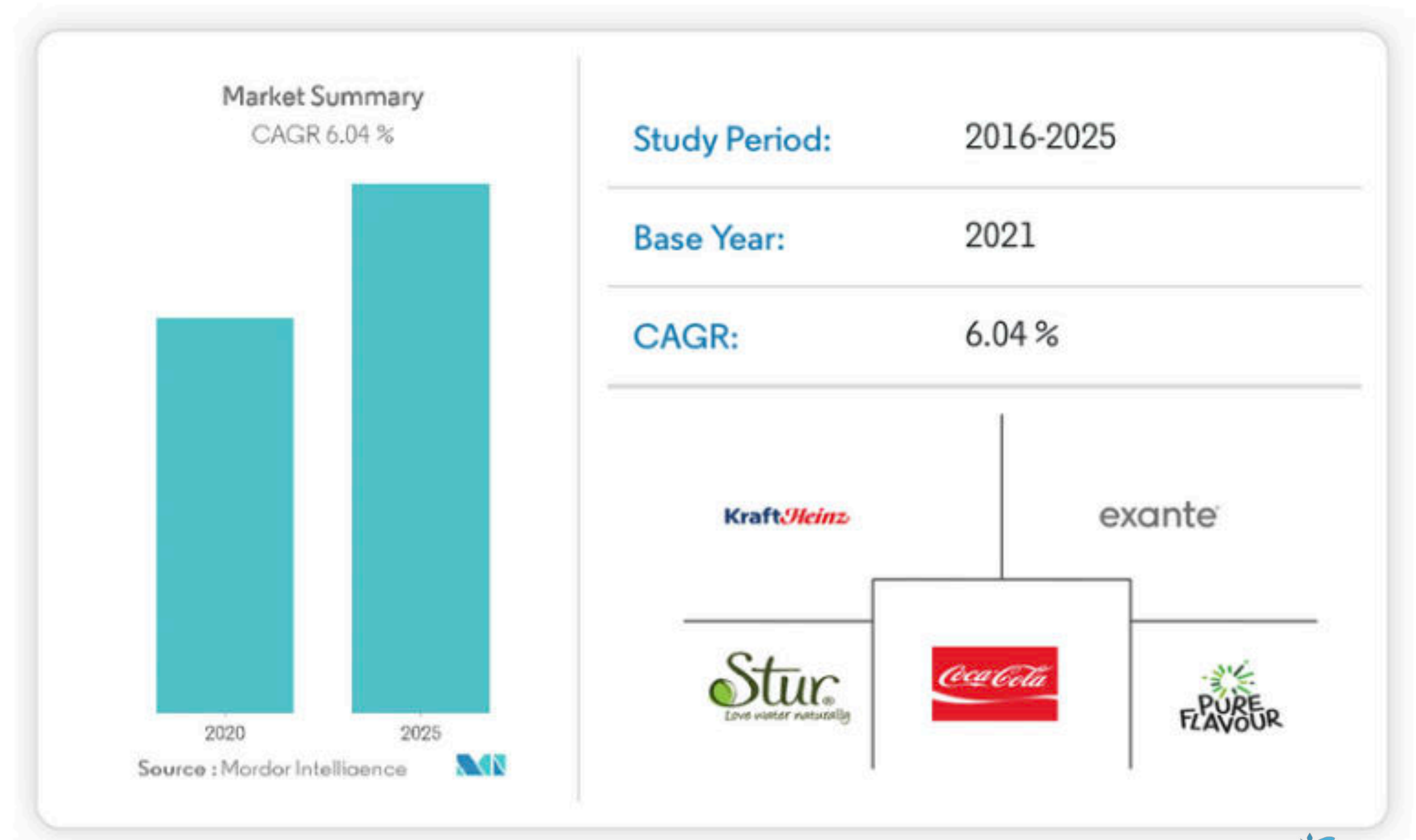


# THE EUROPEAN MARKET

The water enhancer segment ( water flavorings ) is manned almost completely by Waterdrop.

The online channel registers the fastest growth and is the main selling channel.

Retail seems to be uncovered.



# EUROPEAN SUPERMARKETS





# THE COMPETITIVE SITUATION ONLINE



# COMING SOON

Acquaroma



Qualcosa di nuovo è in arrivo!

Ancora gli ultimi dettagli e saremo presto live!

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The **Acquaroma** website is coming soon: products, news, health tips and a lot of useful information for whoever wants to embrace our philosophy!