



VIWA vitamin water



VIWA vitaminwater

immunity C-1000
everyday

zero
body protection

vitality
magnemax

Coco-Fiber

What is Vitamin Water?

Vitamin water is a **new generation of functional drinks for people leading an active, health conscious life.** They bear the advantages of both water and soft drinks – are refreshing, low in calories, have unique fruity flavours and contain vitamins that are essential for healthy lifestyle.



Sales volumes are increasing dynamically, even exceeding that of flavoured mineral waters in some markets.

About us

Viwa Product Europa Ltd.
Since 2012
Privately owned

VIWA
vitamin
water



Markets:

2013 - Hungary

2016 - Romania

2019 - Malta

2020 - DE, GR, SP, Est, Sk – in progress

Product development & Compound source:
www.adm.com
www.wildflavors.com



Manufacturing in Hungary, in a brand new factory

Distribution by country exclusive distributors

VIWA vitaminwater

immunity C-1000
everyday

zerø
body protection

vitality
magnemax

Coco-Fiber

The advantages of Viwa Vitaminwaters compared to water and soft drinks



Contain vitamins ✓

Vitamins are substances essential for life which the human body is unable to produce, therefore the demand for vitamins must be met from an external source.

Viwa provide higher NRV% than average Vitaminwaters

Low in calory ✓

Sweetened with fruit-sugar (fructose) and Stevia, so the calorie content is really low

Refreshing ✓

High water content en every bottle

Different flavors and combination of vitamins ✓

Viwa Vitaminwaters are manufactured in five different flavours and compositions, to fulfill various functions and meet the daily vitamin demand of the body

Target group

- ☺ Age between 15-49
- ☺ Health conscious lifestyle
- ☺ Regular exercisers
- ☺ Open for innovations



Product Range

VIWA vitamin water



VIWA vitaminwater

immunity C-1000
everyday

zero
body protection

vitality
magnemax

Coco-Fiber

Viwa Vitaminwater Immunity

VIWA immunity is a Vitamin bomb of 1000 mg (1250% NRV) Vitamin C + 10 µg (200% NRV) Vitamin D3 which, when consumed regularly, fills up the vitamin C and D3 stocks of the body for a long period of time. It is one of the best healthy refreshments thanks to its pleasantly sourish citrus flavour.

Vitamin C has got two main functions:

- Immune protection**
- Helps our **mental functions**

Vitamin C fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body

Vitamin D3 contributes to the maintenance of bones and muscle function and also contributes to the normal function of the immune system.



Viwa Vitaminwater Immunity ZERO

VIWA immunity ZERO is a Vitamin bomb of 1000 mg (1250% NRV) Vitamin C + 10 µg (200% NRV) Vitamin D3 which, when consumed regularly, fills up the vitamin C and D3 stocks of the body for a long period of time. It is one of the best healthy refreshments thanks to its pleasantly sourish citrus flavour.

Sweetened with Stevia and Sucralose

Contains **ZERO** calorie!



VIWA vitaminwater

vitamin C

stevia

Viwa Vitaminwater Vitality

Cranberry flavoured Vitality was developed for those who would like to **increase their vitality** in order to be able to face every-day challenges with full energy. The product contains **stimulating caffeine**, sourced from **guarana extract**, which provides freshness for the whole day.

Cranberry is **superfood**, containing antioxidants which helps to prevent illnesses.

B1 vitamin (Tiamin) has a positive effect on the nervous system, lifts the energy level of the cells.

B6 vitamin is responsible for the correction of the metabolism, the strengthening of the immune system.

B12 vitamin is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking.

B7 - Biotin strengthens hair, skin and nails

Each Vitamins are 100% NRV



Viwa Vitaminwater Body Protection

Orange-passion fruit flavoured vitamin water for the overall inside and outside regeneration of the body.

Aloe Vera (2%) is one of the **best anti-inflammatory ingredient**, is a great detoxifier and encourages the cell reproduction

VitaminC fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body. - 250% NRV

Niacin (B3 vitamin) repairs the circulation, regulates the cholesterol level and has positive effect on digestion -100% NRV

Tiamin (B1 vitamin) has positive effect on the nervous system, lifts the energy level of the cells, increases the intellectual freshness and reduces sleeping disorders - 100% NRV

B6 vitamin is responsible for the correction of the metabolism, the strengthening of the immune system - 100% NRV

B12 vitamin is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking - 100% NRV

B7 - Biotin strengthens hair, skin and nails - 100% NRV

Zinc for your body, muscles and nerve – 75% NRV



VIWA vitaminwater

vitamin C

aloe vera

vitamin B1

vitamin B6

vitamin B7

vitamin B12

zinc

Viwa Vitaminwater Magnemax

Guava-orange flavoured Magnemax helps refreshing and providing the **necessary magnesium** for the body, supplemented with vitamins, sweetened with fructose & stevia.

Magnesium plays a role in over 300 enzymatic reactions within the body, including the metabolism of food, synthesis of fatty acids and proteins, and the transmission of nerve impulses – 40% NRV

Vitamin C fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body. - 100% NRV

Niacin (B3 vitamin) repairs the circulation, regulates the cholesterol level and has positive effect on digestion -100% NRV

B6 vitamin is responsible for the correction of the metabolism, the strengthening of the immune system - 100% NRV

•**Biotin (B7 vitamin)** strengthens hair, skin and nails - 100% NRV

•**B12 vitamin** is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking - 100% NRV



Viwa Vitaminwater Coco + Fiber

with
prebioticTM
chicory inulin*

Coconut – Lemon flavoured vitaminwater helps with vitamins sweetened with fructose and stevia

Inulin: 5 gr fiber / 500 ml

Chicory inulin contributes to a healthy and ballanced digestive system

Vitamin C: fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body. - 100% NRV

Niacin (B3 vitamin): repairs the circulation, regulates the cholesterol level and has positive effect on digestion -100% NRV

B6 vitamin: is responsible for the correction of the metabolism, the strengthening of the immune system - 100% NRV

Biotin (B7 vitamin): strengthens hair, skin and nails - 100% NRV

B12 vitamin: is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking - 100% NRV



VIWA vitaminwater

inulin

vitamin C

vitamin B3

vitamin B6

vitamin B7

vitamin B12

New Product Range 2020 Q4

VIWA vitamin water

- **Vitaminwater + *Herbs***
- **Slightly Carbonated**
- **250 ml AluCan**
 - *in the greenest beverage can in the world*
 - *Prime - quality recycled aluminium with a certified content of minimum 75% post-consumer scrap*
 - *Supplied by Hydro*
 - *Manufactured by Quality Pack*

VIWA vitaminwater

immunity C-1000
everyday

zerø
body protection

vitality
magnemax

Coco-Fiber

Viwa + Herbs Vitaminwater with Rooibos for Complete Immune Protection

VIWA immunity is a Vitamin bomb of 500 mg (625% NRV) Vitamin C + 5 µg (100% NRV) Vitamin D3 and Rooibos which, when consumed regularly, fills up the vitamin C and D3 stocks of the body for a long period of time. It is one of the best healthy refreshments thanks to its pleasantly sourish slightly carbonated citrus flavour.

Vitamin C fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body

Vitamin D3 contributes to the maintenance of bones and muscle function and also contributes to the normal function of the immune system.

Rooibos is associated with health benefits due to its high levels of health-promoting antioxidants, which include aspalathin and quercetin



VIWA vitaminwater

vitamin C

stevia

Viwa + Herbs Vitaminwater with Maca for Vitality

Cranberry flavoured Vitality was developed for those who would like to **increase their vitality** in order to be able to face every-day challenges with full energy. The product contains **stimulating caffeine**, sourced from **guarana extract**, which provides freshness for the whole day.

Maca Root Extract is **boosting energy and endurance**

Cranberry is **superfood**, containing antioxidants which helps to prevent illnesses.

B1 vitamin (Tiamin) has a positive effect on the nervous system, lifts the energy level of the cells.

B6 vitamin is responsible for the correction of the metabolism, the strengthening of the immune system.

B12 vitamin is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking.

B7 - Biotin strengthens hair, skin and nails



VIWA vitaminwater

caffeine

vitamin B1

vitamin B6

vitamin B7

vitamin B12

Viwa + Herbs Vitaminwater with Lemongrass for Relaxation of Body, Muscle and Soul

Guava-orange flavoured Magnemax helps refreshing and providing the **necessary magnesium** for the body, supplemented with vitamins.

Magnesium plays a role in over 300 enzymatic reactions within the body, including the metabolism of food, synthesis of fatty acids and proteins, and the transmission of nerve impulses

Lemongrass is primarily known for its nerve-strengthening and sedative effects

Vitamin C fights against bacteria, viruses and free radicals efficiently, rejuvenates the whole body

Niacin (B3 vitamin) repairs the circulation, regulates the cholesterol level and has positive effect on digestion

B6 vitamin is responsible for the correction of the metabolism, the strengthening of the immune system

• **Biotin (B7 vitamin)** strengthens hair, skin and nails

• **B12 vitamin** is responsible for good muscle function, has a good effect on coping with stress and helps positive thinking



Branding

- 😊 Classic media: TV, radio
- 😊 Social media: Facebook, Instagram
- 😊 Online: PR articles, banners, ads
- 😊 Event sponsorship
- 😊 Sponsoring athletes, teams
- 😊 Sponsoring universities
- 😊 Working with a nutritionist
- 😊 Other events, exhibitions



Our awards



CSR

Corporate Social Responsibility

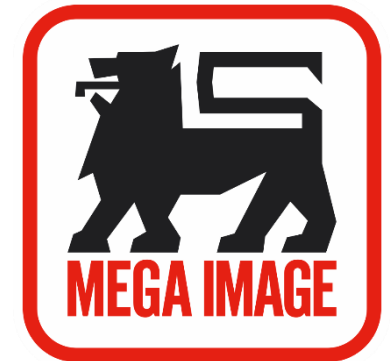
The mission statement of our company dedicates us to take part in several actions that serve helping a noble cause.

We are supporting:

- Orphanages
- Hospitals
- Maternity homes
- Sport events
- Sport teams and sporters
- Animal shelters



Where you can find VIWA- Retail



VIWA vitaminwater

immunity C-1000
everyday

zerø
body protection

vitality
magnemax

Coco-Fiber

Where you can find us- Impulse



VIWA vitaminwater

immunity C-1000
everyday

zerø
body protection

vitality
magnemax

Coco-Fiber

Why you should list Viwa Vitaminwaters

- ☺ Fast growing category
- ☺ Category extension and growth
- ☺ Innovation for consumers
- ☺ Growing number of health conscious consumers demanding these kind of products
- ☺ Great taste, low calory
- ☺ Only natural sweeteners (fructose, stevia)
- ☺ Higher NRW % than category average
- ☺ To improve the affordability of the category
- ☺ Competitive price
- ☺ Competitive margin



VIWA vitaminwater

immunity C-1000
everyday

zerø
body protection

vitality
magnemax

Coco-Fiber

Channels and Distributors

Target Channels:

First Launch:

- Impulse such as: Petrol, Office Catering, Buffet, Schools,
- Fast food, Public Catering, Impulse retail (Kiosks)

Then

- Supermarkets

Potential Distributor:

- Experience in Country Exclusive (all channel) beverage distribution
- Experience in brand building
- Commitment



VIWA vitaminwater

immunity C-1000
everyday

zero
body protection

vitality
magnemax

Coco-Fiber



Thank You for Your attention!

Viwa Product Europa Ltd.

barna@viwa.eu

www.viwa.eu

www.facebook.com/viwavitaminwater

www.instagram.com/viwa_vitaminwater



VIWA vitaminwater

immunity C-1000

everyday

zerø

body protection

vitality

magnemax

Coco-Fiber