



no tricks, just magico

Strength of Hello Day! Magico [Italian: *mà · gi · co*] lies at its reference to teleportation to magical places.

These emotional benefits of the brand result directly from the physical benefits of the drink, i.e. biting into the crunchy coconut cubes (*nata de coco*) immersed in delicious juice or ice tea.

The brand addresses the need to experience pleasure and unusual flavors.





HERO



COCONUT

LYCHEE

MANGO

STRAWBERRY

WOW



YUZU

MOJITO

ICE TEA



Lemon

Citrus

Peach