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**I WANT A DRINK THAT GOES BEYOND REFRESHMENT,
SOMETHING THAT DELIVERS BENEFITS, LIKE GUT
COMFORT OR SUPPORT FOR EVERYDAY HEALTH AND
WELL-BEING.**

”

- Maya, 30-year-old health-conscious consumer who wants her drinks to do more than taste good, and looks for real, everyday support for her gut and wellbeing



fuze
tea®
kombucha

FUZE TEA KOMBUCHA

TARGET

Consumers who are increasingly seeking better-for-you beverages that go beyond refreshment — options that deliver added functional benefits such as gut comfort and everyday well-being.

EDGE

Inspired by fermented tea traditions, it delivers a refreshing and great tasting kombucha tea that supports everyday wellness, gut balance and sustained performance anytime, anywhere.

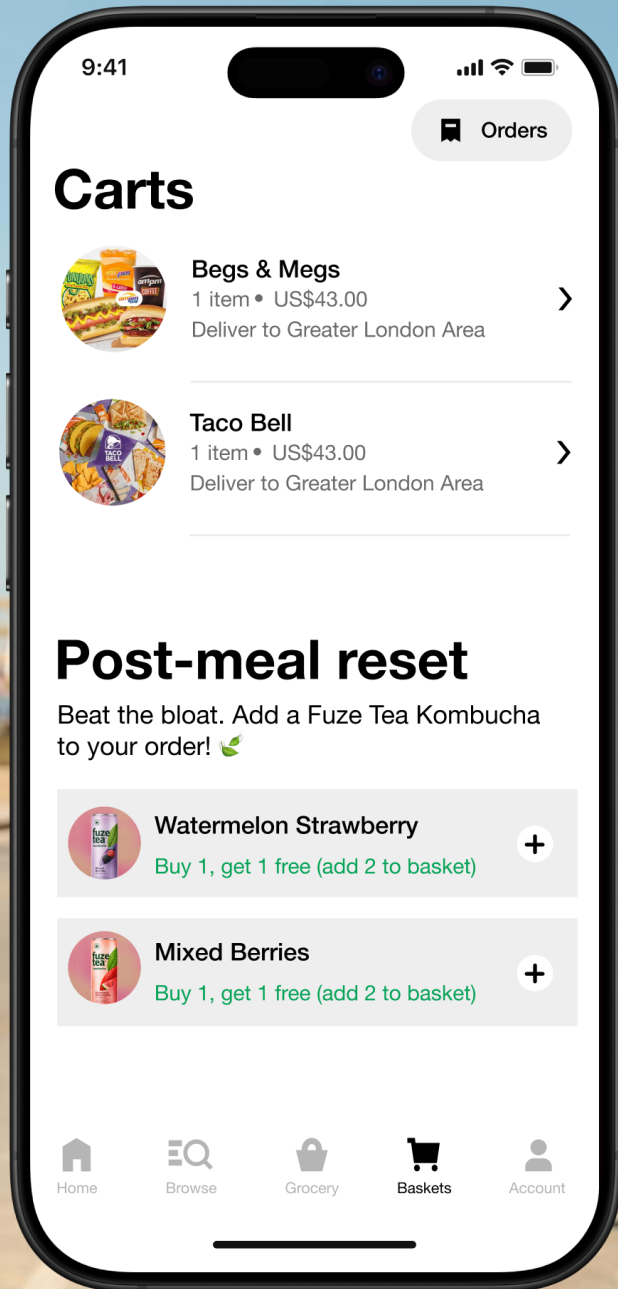
REASON TO BELIEVE

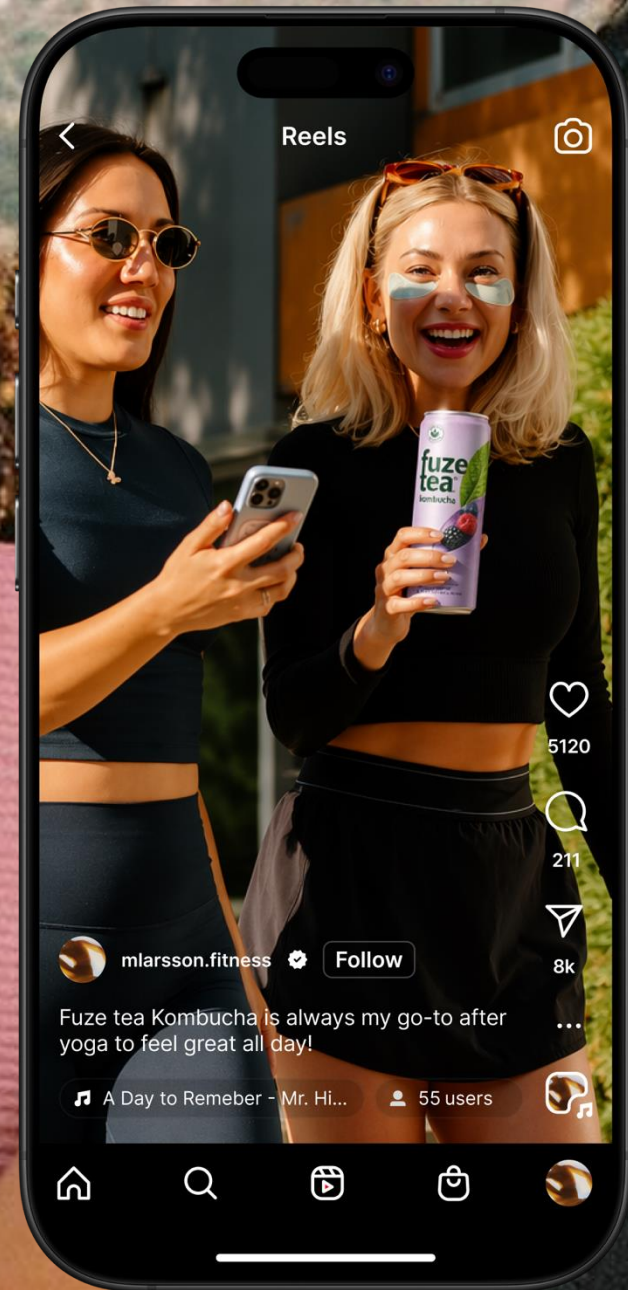
A refreshing, approachable way to add feel-good benefits to daily routines — with kombucha base known for supporting gut comfort, contributes to everyday well-being, perceived as a lighter, better-for-you soda alternative.

INGREDIENTS

- Kombucha base (water, black tea, sugar, ferment)
- Apple cider vinegar
- Sugar 4g/100ml
- Low cal







Fuze Tea Kombucha

DIGESTIVE HEALTH



CONCEPT

Insight:

Consumers who are increasingly seeking better-for-you beverages that go beyond refreshment — options that deliver added functional benefits such as gut comfort and everyday well-being

Fuze Tea Kombucha offers a modern alternative to traditional sodas, combining great taste with light functional support.



EDGE

Inspired by fermented tea traditions, it delivers a refreshing kombucha tea that supports everyday wellness, gut balance and sustained performance anytime, anywhere.



BENEFITS

A refreshing, approachable way to add feel-good benefits to daily routines — supports gut comfort, contributes to everyday well-being, perceived as a lighter, better-for-you soda alternative.



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FEASIBILITY AND DESIRABILITY

- Easiest route: use of Kombucha base pre-packed solution (Doehler)
- Standard aseptic line



CLAIM

- Naturally inspired by the art of fermentation.
- Light, crisp and crafted for today's wellness-conscious consumer.
- Inspired by fermented beverage traditions, delivering refreshment with ingredients increasingly associated with mindful and wellness-oriented lifestyles.



OCCASION X CHANNEL X PACKAGES

Daily routines and breaks, Post-meal x OTG, Lifestyle, health & wellness channels, parapharmacies/drugstores x 330ml can